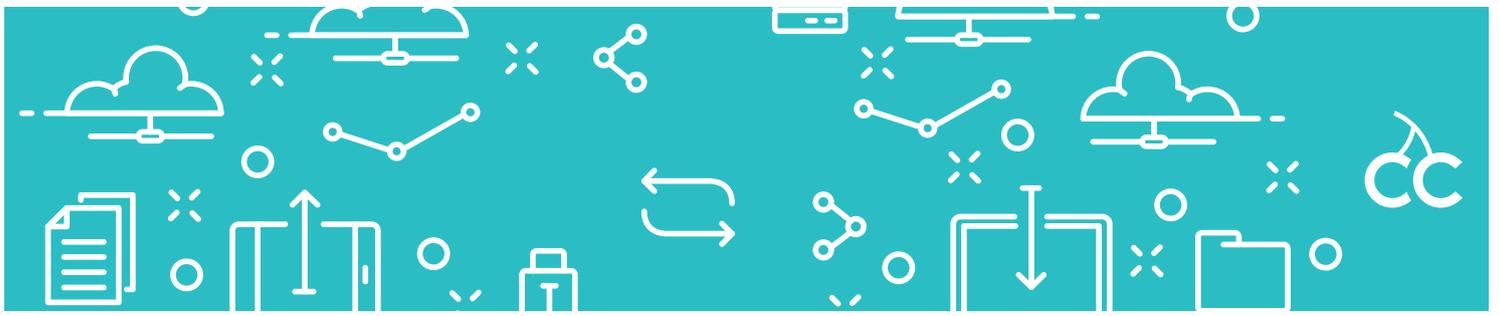# CLOUDCHERRY + HDFC BANK

TURNING TRANSACTIONS INTO DELIGHTFUL EXPERIENCES

ABOUT HDFC BANK

The Housing Development Finance Corporation Limited (HDFC) was amongst the first in India to receive an 'In Principle' approval from the Reserve Bank Of India (RBI) to set up a bank in the private sector in the year 1994. HDFC Bank commenced operations in 1995, and today boasts of a network of 4000+ branches in 2500+ cities and 12000+ ATMs across India.

The bank runs on the business philosophy of five core values: Operational Excellence, Customer Focus, Product Leadership, People and Sustainability, and has invested heavily in technology advancements. HDFC Bank is the second largest bank in India (measured by assets), and is ranked amongst the top 100 global brands in 2016 BrandzTM. The bank has also won multiple awards & accolades over the years.
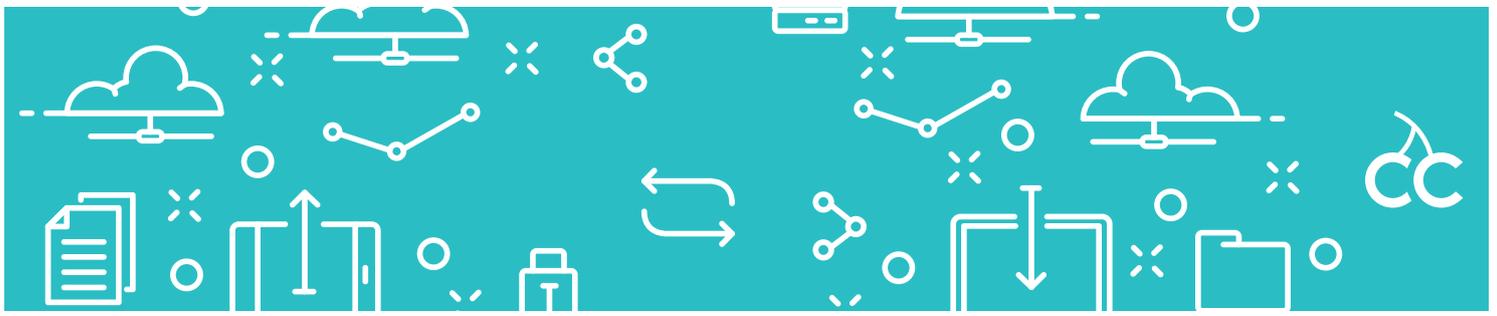
THE BUSINESS CHALLENGE

HDFC Bank was looking to track their customer's experience with their brand and various product offerings, across all channels of interaction.

With the advent of digital banking practices, they were faced with the task of creating a seamless, omni-channel system that allowed them to capture customer experience data across every channel, and have this stored in one single location for view, analysis and dissemination.

TRADITIONAL IT SOLUTION BEFORE CLOUDCHERRY

HDFC Bank had developed a system in-house to help them in capturing feedback and experiential data. The only major drawback that they identified with the system was that it worked well for the offline channels, it did not completely address the growing need to capture online customer experience data.

Also, with each business vertical having a different process, having a single, unified data view was proving to be a challenge.

THE CLOUDCHERRY SOLUTION

• HDFC Bank's biggest need was to get a streamlined feedback collection process across verticals, and were willing to look at solutions to help them achieve the same

• They were also looking for a solution that enabled every stakeholder across the organization, from top management to mid-level managers to have access to this data in a simple and actionable format

• With CloudCherry, not only did they find these needs solved, but additionally discovered that they will be able to create a complete Customer Experience Management process

• CloudCherry has currently been rolled out by HDFC Bank across various channels & touch points including their Website, Net Banking portal, Mobile Banking application and their ATMs. Additionally, HDFC Bank also uses CloudCherry to run seasonal/tactical surveys & dipstick studies, to help them gather data on product offers, perception understanding, campaign evaluation & more
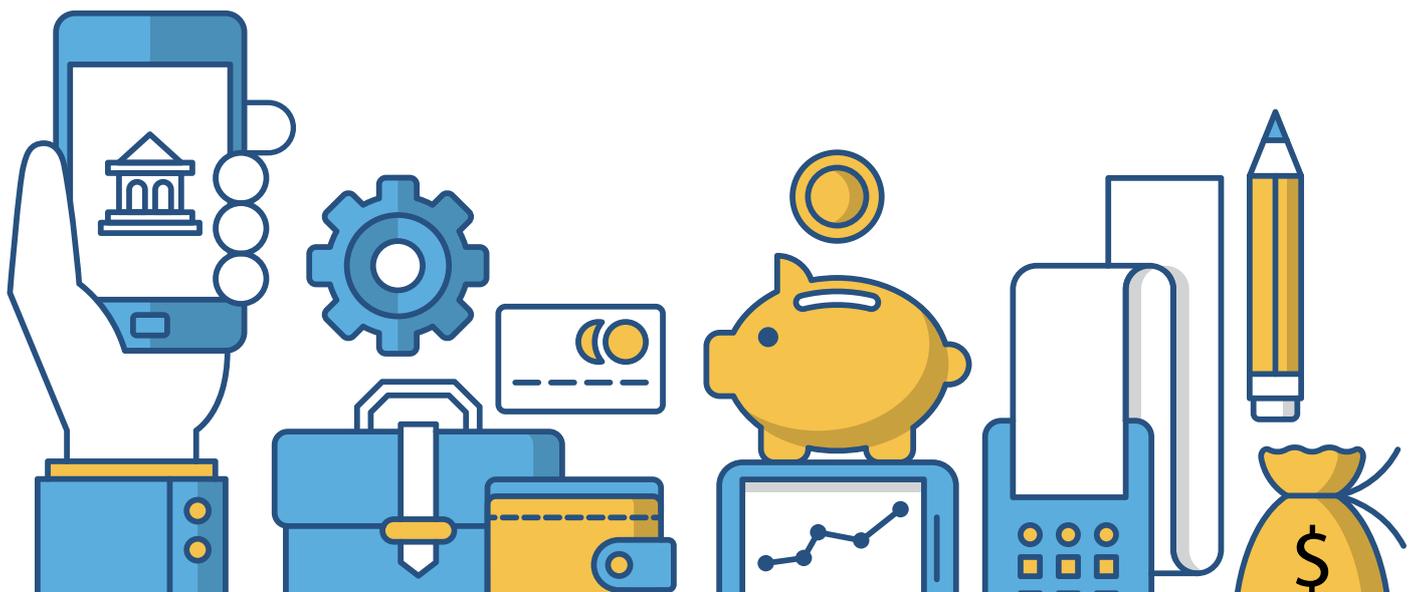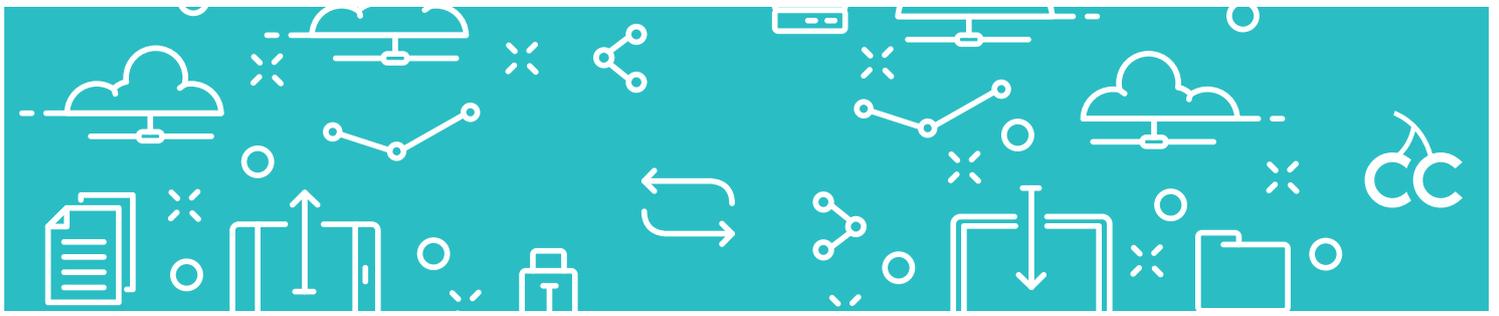
SUCCESS WITH CLOUDCHERRY

• A complete, unified CEM platform: With CloudCherry, HDFC Bank now gets data from every single touch point, be it online or offline, on one single dashboard

• Data in Real-Time: With CloudCherry, HDFC Bank now gets analyzed data from their customers no matter where they are at the very moment it happens, thereby helping them stay truly on top of their customer's evolving needs

• A scalable platform at a lower cost & higher efficiency: With data related to Customer Experience flowing in seamlessly and continually, HDFC Bank can focus on providing their customers great service and products and keeping up with their expectations.

• A worthy supplement to traditional MR practices: By using CloudCherry for surveys and dipstick studies, HDFC Bank enjoys a much faster Turn Around Time on data, get automated reports that can be shared across the organization on demand, is highly cost-effective and lets them see data real time and make course corrections middle stream without having to wait for the campaign to end.

ABOUT **CLOUDCHERRY**

CloudCherry is a leading, real-time omni-channel Customer Experience Management (CEM) platform that lets customer-facing brands track, measure & improve Customer Delight - thereby increasing profitability and loyalty.

With CloudCherry, brands get to capture experiential data at every customer touchpoints using 17 channels of interaction (& counting), get real-time alerts and notifications to address issues as they happen, and view all data on a single dashboard - a true CX one view.

Many of the largest brands in the world don't just satisfy, but delight their customers with CloudCherry's CEM platform.

CLOUDCHERRY

www.getcloudcherry.com | info@getcloudcherry.com