

Insider Helps Home Credit Take their User Experience to the Next Level

Home Credit, a multipurpose financing company, partners with Insider, a leading AI-powered growth management platform to enhance their customer experience.

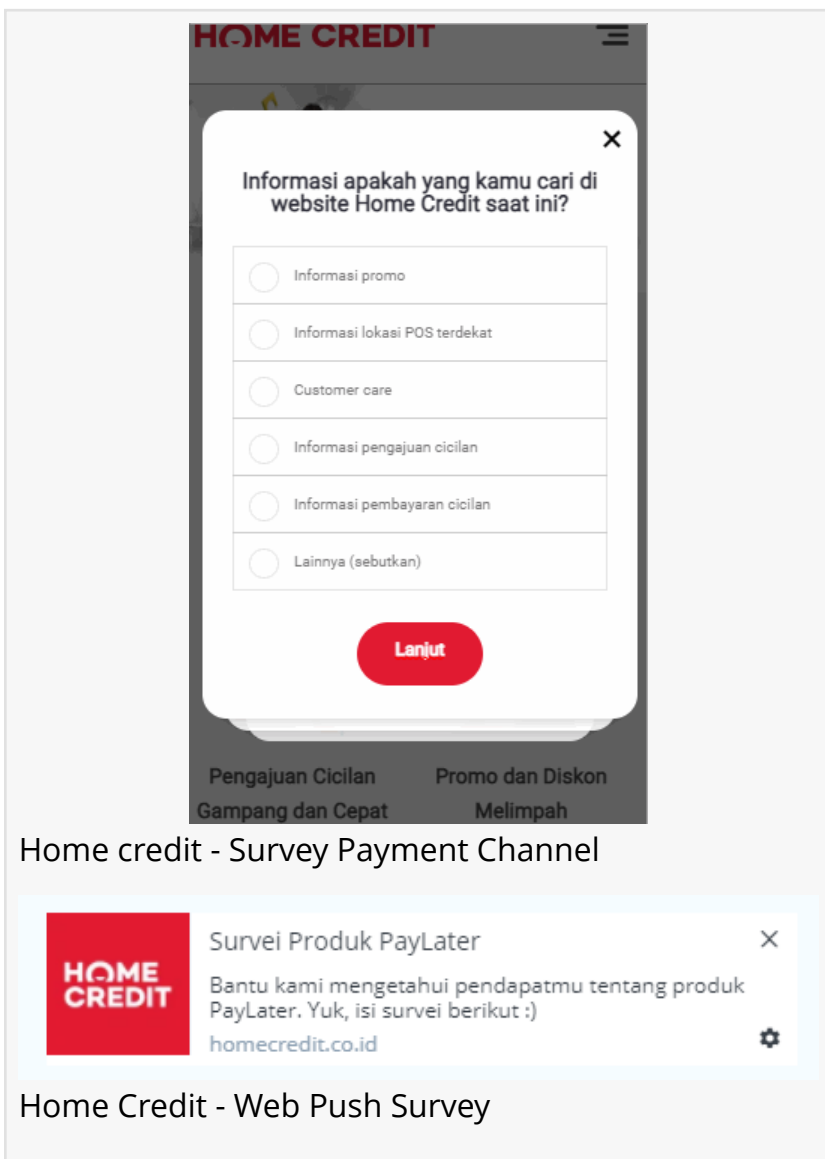
JAKARTA, INDONESIA, February 15, 2021 /EINPresswire.com/ -- User experience is a critical driver of successful digital transformations and a core focus for Home Credit. The multipurpose financing company provides financial services to online and offline customers and prides itself on stellar customer experiences.

Home Credit chose [Insider](#) as its strategic partner to build better customer journeys and launched two campaigns to learn how their customers experience the Home Credit platform.

The first campaign, the Survey Payment Channel, gathered information about how Home Credit customers experienced the mobile website.

For the second campaign, the Home Credit team launched a [Web Push](#) Survey. Using Insider's technology, the team redirected website visitors to a survey (Survey Monkey) to gain deeper insights into how Home Credit customers perceived the company's main products.

Through these campaigns, the Home Credit team improved both the quality of their products



and their customers' mobile website experience.

About Insider

Insider's Growth Management Platform (GMP) helps digital marketers drive growth across the funnel, from Acquisition to Activation, Retention, and Revenue. Leveraging real-time predictive segmentation powered by artificial intelligence, Insider's Growth Management Platform empowers marketers to deliver personalized journeys across the web, [mobile web](#), mobile apps, and ad channels. Built on a unified data layer, GMP is easy to implement and simple to use, without complex integrations or dependency on IT teams.

Insider is featured in the Gartner Magic Quadrant for Multichannel Marketing Hubs 2020 and is the #1 leader on G2Crowd's Mobile Marketing Software Grid, with a 4.6/5 rating based on 100% user reviews, 16 quarters in a row. Insider's co-founder and CEO Hande Cilingir is recognized as one of the top women CEOs outside of the US by Crunchbase. More than 800 global enterprise brands, including UNIQLO, Singapore Airlines, Marks & Spencer, Estée Lauder, Samsung, Toyota, Carrefour, MediaMarkt, Adidas, Hunkemöller, Levi's, Puma, GAP, Virgin, AVIS, Avon, Nissan, BBVA, IKEA, and CNN, trust Insider to support their growth.

Gabriella Febrienzka

Insider

+62 87892788788

gabriella.febrienzka@useinsider.com

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