

# *HDFC Bank NetBanking-DirectPay*



# Executive Summary

Post 9th November 2016, India changed its transaction model from cash transaction to digital transaction. This gave an upsurge to all the digital wallets and banks to drive the customer towards digital India. As because of this, net banking also saw a rise in its transactions. Now Financial institutions started seeking for alliances which could help their customer's stick with them and provide with something unique

## The Company:

HDFC Bank, a leading Bank in India with the highest number of net banking users of upto 3 crore+ was looking out for something unique which could engage their Net banking customer's over and above the average offer's which every other partner gives, specifically on shopping, e-buying etc.

## The Challenge:



Engage the net banking customers with some unique and exclusive offers



Break the regular approach of offer only on shopping and normal outdoor activity



Provide the customer some unique local experiences which they would remember for a life time

## Our Solution:



Xoxoday provided them with a self-handled platform exclusively for HDFC Net Banking customers.



The payment method was also restricted to HDFC Net banking



Page had the top 100 experiences spread across 11 location's in India



Price offer which was the best in the industry



HDFC was to market the link <https://hdfcbank.xoxoday.com>

## Results:



The audience got opened upto a completely new world of experiences around them which they were unaware of



The demand of such experiences rose and brought engagement with the brands

Want to learn more about Xoxoday's Experiences Platform?

Let's talk

