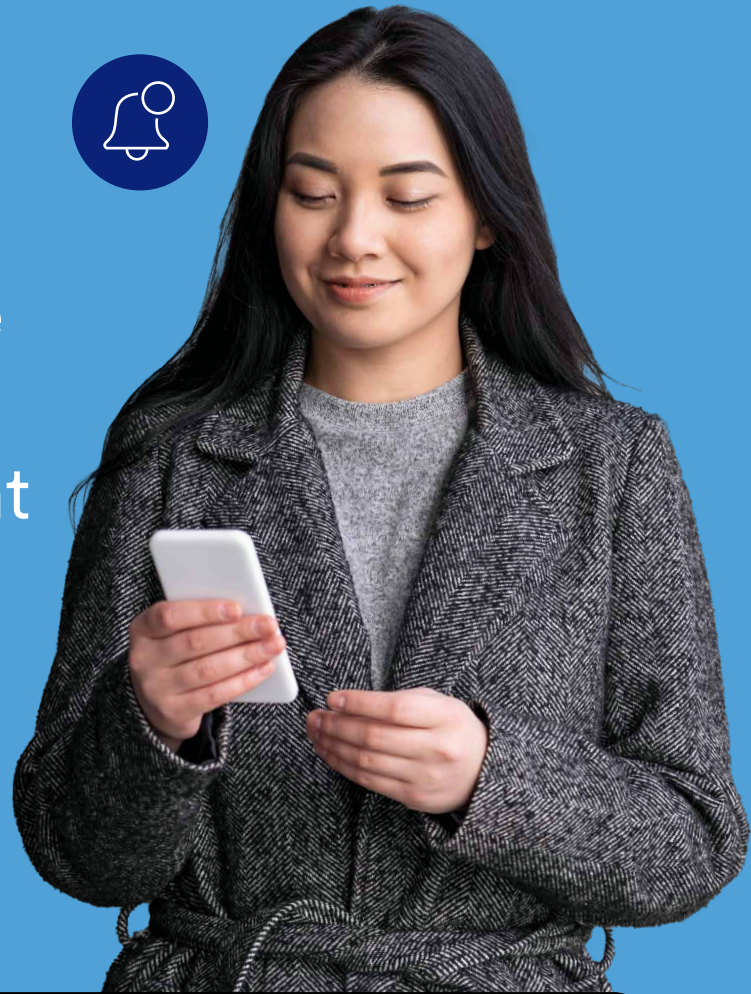# Jenius Chooses MoEngage to Improve Automation and Customer Engagement

About Jenius

Launched in 2016, Jenius is a full-service digital bank by SMBC Indonesia, a member of the SMBC Group. Jenius's motto is customer-centricity, and it empowers consumers with actionable, data-driven insights and innovative tools to manage their lives and finances better.

Currently, the Android and iOS versions of the Jenius app are available in Indonesia. The app has over 6 million active customers.

Some unique capabilities offered by Jenius to its consumers include $Cashtag, a revolutionary feature that allows customers to send money using their name instead of a long series of numbers, seamless account opening, gamification, reward systems, accessibility in select foreign countries, advanced customization capabilities, and hassle-free risk profiling.

Jenius launched the first credit card in Indonesia with real-time point redemption for mileage, e-wallet balance, and shopping points. Jenius also offers wealth management (investment and micro-insurance) services.

Highlights

6 Million

Users across Indonesia

66%

Reduction in go-live timeline (compared to legacy stacks)

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Highlights

Improved campaign execution timelines than ever before.

Jenius automates customer engagement for 6 million app users in Indonesia.

Go-live and implementation completed in 1/3rd of the time taken by outdated customer engagement systems.

MoEngage's local data center in Jakarta complies with OJK regulations; therefore, integrating Jenius with MoEngage does not raise potential compliance issues.

Business Challenges

Improve Conversions Through Upselling and Cross-selling

While the team at Jenius had KPIs of increasing revenue through upsells and cross-sells, they soon realized that a 'spray-and-pray' approach would not work in their favor. They were sending generic push notifications using Google Firebase. The disadvantage of this approach was multifold- they couldn't personalize the campaigns, did not understand how their campaigns were faring, and couldn't find ways to optimize them.

All this was causing plateauing in customer retention and conversion rates through upsell and cross-sell.

## Campaign Automation and Speed of Execution

Since Jenius relied on Firebase to send push notifications, it couldn't automate customer engagement. Additionally, the segmentation process was completely manual. The lack of automation and segmentation capabilities stopped the team from more speedy execution.

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Choosing A Compliant Customer Engagement Vendor

Financial institutions in Indonesia must comply with rules from the Indonesian Finance Authority (OJK) guidelines. OJK guidelines mandate that banks and financial institutions locate their data and disaster recovery centers in Indonesia.

To abide by OJK guidelines, Jenius needed to choose a marketing automation and customer engagement partner with data centers in Indonesia.

Additionally, considering the stringent security requirements for a large-scale digital bank like Jenius, the marketing team at Jenius required a security-first purpose-built solution to address specific customer engagement challenges for banks and support their business goals.
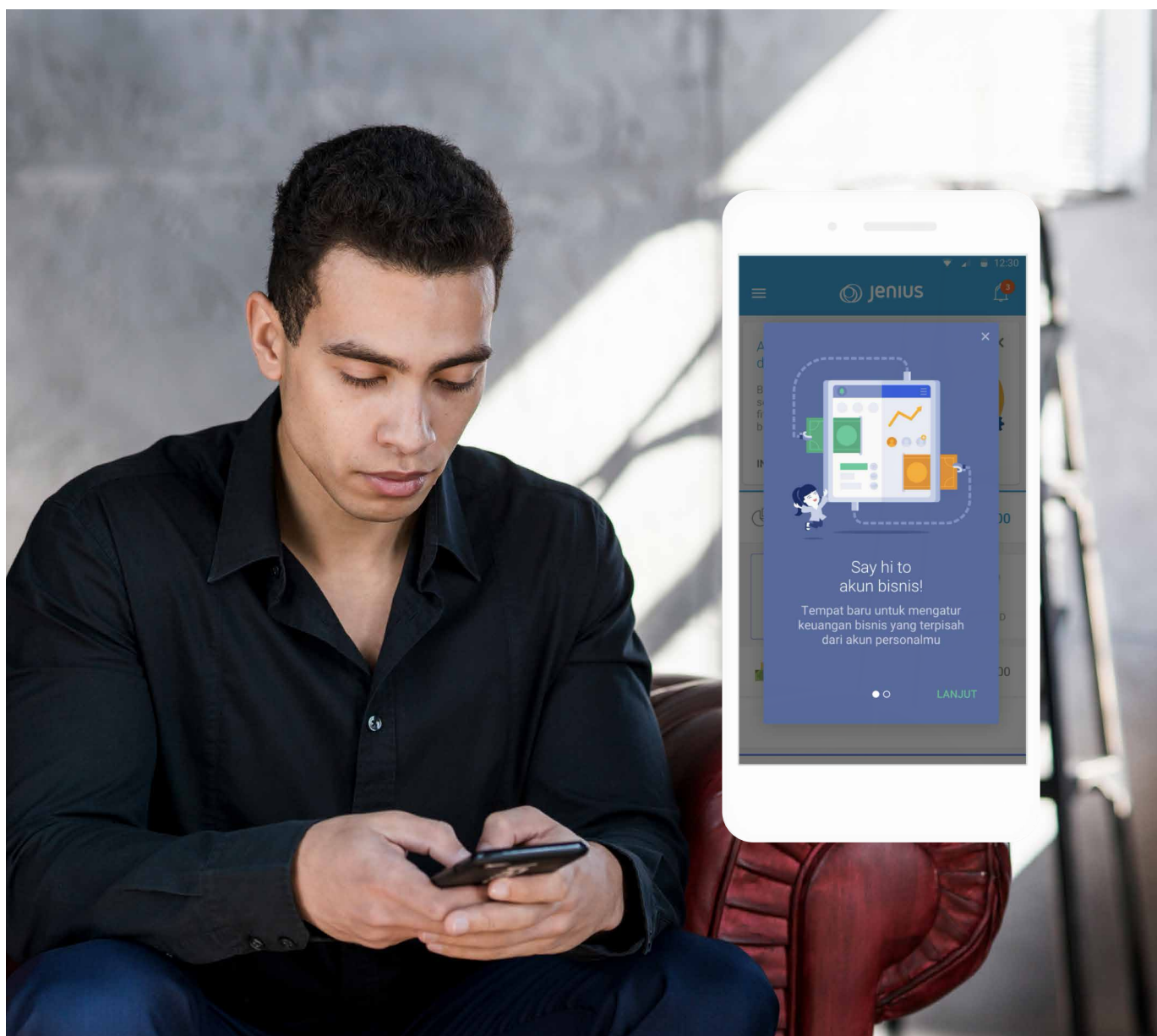
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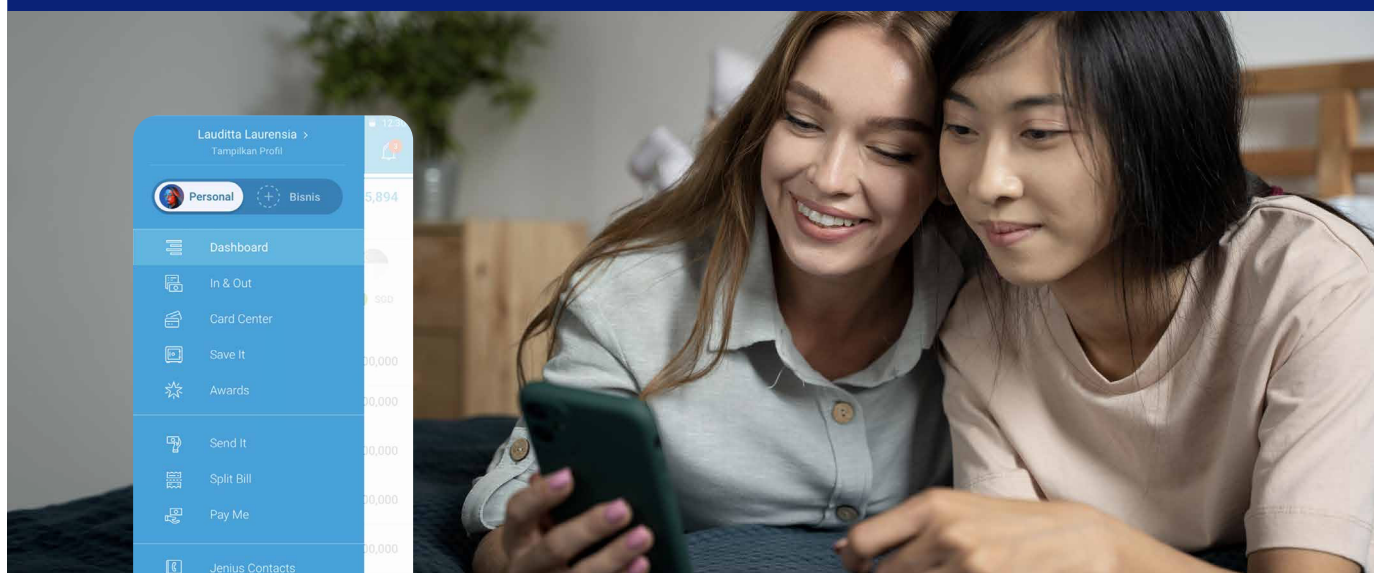# Data Centre that Complies with Jenius Security Requirements

MoEngage's Jakarta data center helps Jenius comply with OJK regulations. After evaluating many customer engagement solutions in the Indonesian market, the marketing team trusted MoEngage as the platform suited for their goals and business objectives.

Best-in-class Project Management and Implementation Support

The thorough implementation process was completed within 90 days.

The steps covered included implementing Android and iOS apps, setting up and syncing SFTP, delivering data to DC to comply with security requirements, testing notifications internally among the Jenius employees before sending them to customers, integrating partners (Facebook, Google Ads), and onboarding and training over 30 Jenius employees to get started with MoEngage.

MoEngage worked closely with Jenius's product and tech team to have enablement ready and fix findings from Jenius 3rd party pen-testers to comply with Jenius security acceptance criteria.

Lauditta Laurensia >
Tampilkan Profil

Personal · Bisnis

Dashboard
In & Out
Card Center
Save It
Awards
Send It
Split Bill
Pay Me
Jenius Contacts

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Some aspects of Implementation Support that worked well for Jenius include:

Project Management

A structured implementation workflow with predetermined timelines for security testing, onboarding, and periodical connections with the Steering Committee helped stakeholders across multiple functions in the Jenius team manage expectations and plan their everyday activities better.

Data Designing

The Presence of a data management dashboard helped the marketing and product teams at Jenius understand the core user attributes and user events they can utilize to solve various business use cases that directly impact the marketing funnel. The data design ensures that the team's marketing efforts are optimized.

Faster SDK

Implementation and Partner Integrations

Predefined timelines and support from MoEngage's implementation team, consisting of the Implementation manager and dedicated customer success manager (CSM), helped the Jenius team seamlessly implement the SDK and FB and Google Ad Audiences to the MoEngage dashboard.

Campaign Automation, Faster Go-Lives, and Better Performing Campaigns

With MoEngage, Jenius takes all campaigns live faster than ever before.

Jenius can now segment its audience base in real-time and periodically add additional customer attributes through SFTP File Imports, reducing go-live timelines and creating richer customer attributes. This will eventually improve customer engagement, revenue, and retention.

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Results

- Reduced campaign execution timelines from multiple days to hours

- MoEngage completed the implementation process within 90 days.

- Jenius now automates customer engagement for 6 million users in Indonesia.

- MoEngage's local data center in Jakarta complies with OJK regulations; therefore, integrating Jenius with MoEngage does not raise potential compliance issues.

- Jenius now have capabilities to communicate with customers in a hyper-personalized and proactive manner.
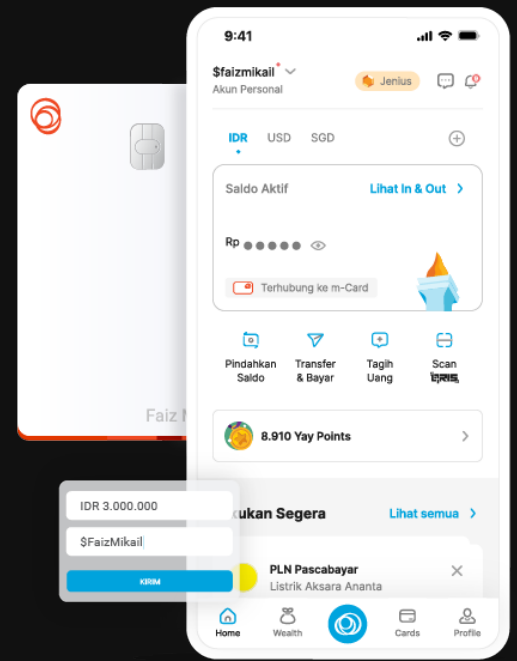
MoEngage Products and Capabilities used by Jenius

Customer Insights   Cross-channel Marketing   Migration Support

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by 1,300+ global consumer brands, including Kredivo, Alfamart, Blibli, 7-Eleven, Adidas, Coca-Cola, Starbucks, XL Axiata, Trust Bank, Citibank, Dominos, Samsung, GoTyme, Vidio, Yesstyle, RupaRupa, Atome, Home Credit, and CIMB Bank. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

MoEngage Analytics arms marketers and product owners with insights into customer behavior. Brands can leverage MoEngage Personalize to orchestrate journeys and build 1:1 conversations across the website, mobile, email, social, and messaging channels. MoEngage Inform, the transactional messaging infrastructure, helps unify promotional and transactional communication to a single platform for better insights and lower costs. MoEngage's AI Suite helps marketers develop winning copies and creatives, optimize campaigns and channels that boost engagement, and help with faster execution.

For over a decade, leading consumer brands in 60+ countries have used MoEngage to power digital experiences for over a billion monthly customers. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

MoEngage was named a Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.

To learn more, visit www.moengage.com

Get a demo of MoEngage today!

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