

The Problem

A financial institution had poor user rating on their mobile banking app with 98% of users complaining. The Bank decided to redesign the entire app and ended up getting low downloads, low engagement and poor rating across all the platforms they released the app on.

It was evident that the app was developed without addressing the pain points in the previous release. Though, the app was tested in-house by internal team, There were limited devices and users to test with. Moreover, there was no way they could get feedback from users and customers.

Our Solution

We engaged users and customers who are customers of the bank and got them to download the mobile app on different phones and different GSM networks.

They used and provided quality feedback about the app and our sentiment analyser presented the feedback as insight to the bank.

The Result

After the bank got our feedback and insight report, they redesigned the entire user experience and that resulted to:

- Increase in downloads by more than 950% and rating was improved drastically.
- Transaction across all mobile platforms increased by 750%.
- Increased in-app engagement.
- Increase in revenue and profit.

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