

# GYANDHAN FINETUNES CUSTOMER COMMUNICATION WITH TEXTLOCAL



**INDUSTRY**  
BFSI



**WEBSITE**  
[www.gyandhan.com](http://www.gyandhan.com)

## About GyanDhan

GyanDhan is India's first and only education-focused financing platform. It offers comprehensive financing solutions for students who wish to attain higher education abroad. Since its inception in 2015, the company has helped students procure education loans of approximately INR 10 crore through its partner financial institutions.

## Business Challenge

GyanDhan is an online marketplace for students who wish to study abroad. Traditionally, their in-house team communicated with students through e-mail. But, it was not as effective as they had hoped. The company wanted a more immediate way to communicate with the students. GyanDhan realized SMS is more likely to be read by a user and give them better response rates than email, making it the perfect answer to fine-tune their communication. In addition to promotional messages, the company also needed to push OTPs, loan confirmation alerts, webinar reminders and other transactional notifications.

GyanDhan was on the lookout for a vendor that gives them fast and dependable messaging solution and valuable data insights to access their campaigns.

“ We required a medium where we can utilize an existing database of phone numbers. Textlocal seemed the best fit. The platform is very user friendly and the UI has been designed logically which makes it very easy to navigate.

- Aman Jain, VP, Marketing & Operations ”

## Solution

Textlocal provided GyanDhan an automated, real-time way to engage with the students and improve ROI.

- Automated SMS communications: The students receive automated SMS alerts for transactions such as OTPs and loan approval, and promotions such as webinars and more
- All features of UI via SMS APIs: With Textlocal SMS APIs, GyanDhan employees are able to create and monitor alerts, access reports, manage contacts and much more without logging onto the platform.
- Powerful tracking metrics: Using Textlocal's tracking metrics, GyanDhan gained valuable insights into their customer behavior, campaign engagement rates and reach.

## Business Benefit

|  |   |
|--|---|
| Increased engagement with their customers with real-time communication                 | Real-time delivery of critical transactional notifications  |
| Freed up time and resources by transitioning to an automated SMS communication service | Gained intelligent customer insights to optimize decisions and support their customer support and marketing teams |

“ Using Textlocal's granular reports, we were able to track our campaign's reach and click-rates. Our promotional campaigns got good click-rates which helped us in building a brand among the students. SMS also helped us in easily cross-selling our products.

- Aman Jain, VP, Marketing & Operations ”

## Do you work in the BFSI industry? Don't miss this!

### Go mobile

Send customers their bank statements, insurance-policy updates, loan approval status, credit card approvals, payment receipts and much more as SMS attachments with Textlocal. Save paper and save the customer a trip to the bank.

### The money alert

Keep customers in the loop through instant SMS notifications on everything from OTPs and cash withdrawals to card usage. With an intelligent SMS API gateway and robust technology infrastructure, Textlocal ensures best-in-class delivery rates and speed for all your texts.

### Customer service on SMS

Make your customers feel well served by instantly sending information ranging from account balances to nearest branch locations when requested via SMS. Make the SMS a tool for customer service by making it a 2-way communication channel.



Join 225,000+ Delighted Customers



INDIA  
IMImobile PLC. Plot No. 770, Road No. 44, Jubilee Hills, Hyderabad - 500 033

UK  
IMImobile PLC. 5 St John's Lane, London, EC1M 4BH

© 2021 IMImobile Cloud Communications (India) Pvt Ltd

INDIA'S HIGHEST RATED SMS PLATFORM  
TRUSTPILOT | TRUST SCORE 4.8/5

SMS TEXTLOCAL to 92205 92205  
+91 95021 95021  
sales@textlocal.in