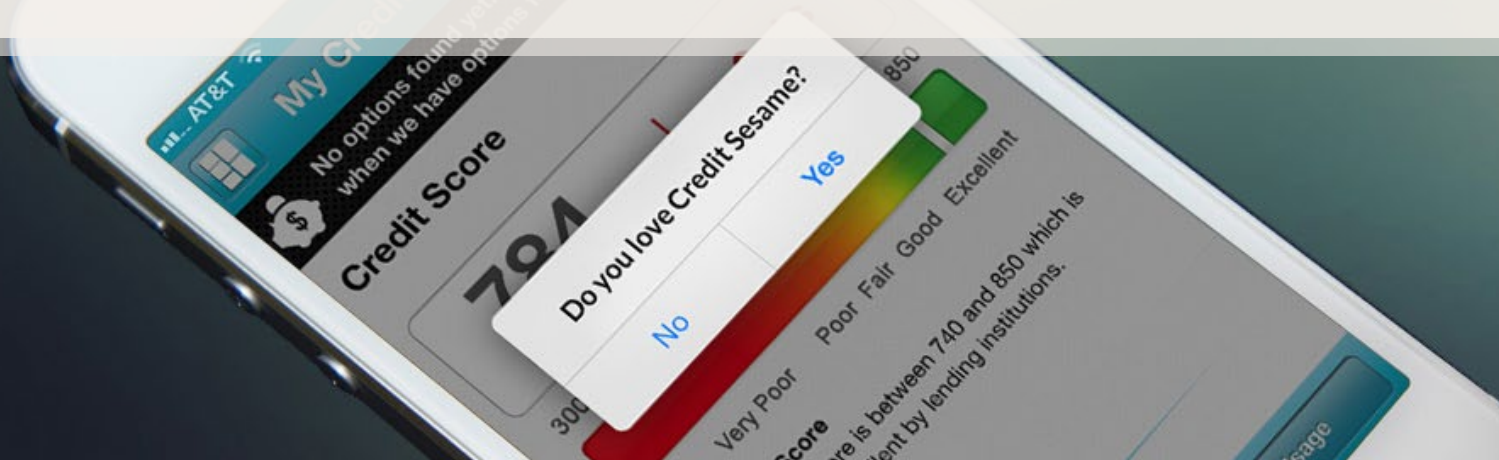




Improving Credit Sesame's Retention With Trust



Tasked with protecting personal financial information, Credit Sesame's success lies in its ability to earn and maintain the trust of their customers. By integrating Apptentive communication tools, Credit Sesame was able to build trust in the eyes of their customers. As a result, they saw a 20% increase in retention.

KEY RESULTS



20% increase in customer retention



Increased customer engagement and lifetime value



Insights into the voice of the customer

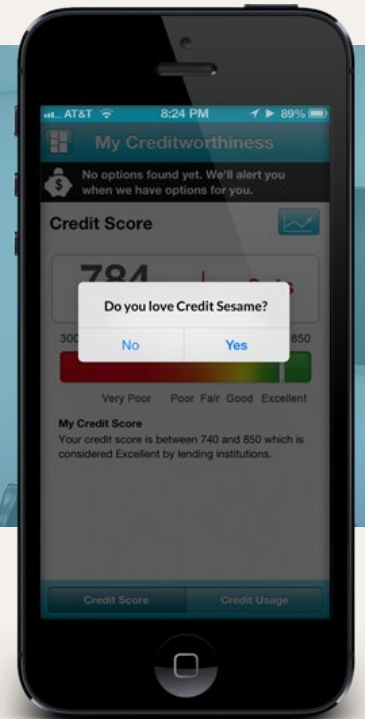
In-App Conversations to Build Trust

In order for Credit Sesame to live up to its vision of being the complete credit and loan resource for every consumer, it is crucial for them to build trust with their customers. From the onset, Credit Sesame knew that building trust is paramount to helping customers feel secure in sharing their personal information and turned to Apptentive to manage their mobile customer relationships at scale.



"We immediately felt an impact when we started using Apptentive. We instantly began having conversations with customers by fulfilling support requests and answering questions. Showing our customers that there are real people behind the company willing to have a conversation has helped foster a feeling of trust. And when it comes to giving personal financial information to a company, that is incredibly important."

-George McMullen, Head of Mobile



At Apptentive we like to say: "People who talk to you more, trust you more." Trust sets the foundation for loyalty, and loyalty is what keeps customers from going to competitors. Credit Sesame turned to Apptentive for a mobile solution as a way to build trust with, and earn loyalty from, their customers.

The result? Customers not only trusted Credit Sesame more, but felt genuine loyalty for the company, as demonstrated by a 20% increase in customer retention.

Credit Sesame is the leading consumer credit advocacy company - providing individuals with free access to their credit scores, credit monitoring, and better ways to understand and manage their finances - all in one place. With over 2.5 million accounts and growing, Credit Sesame is making us smarter about our finances.

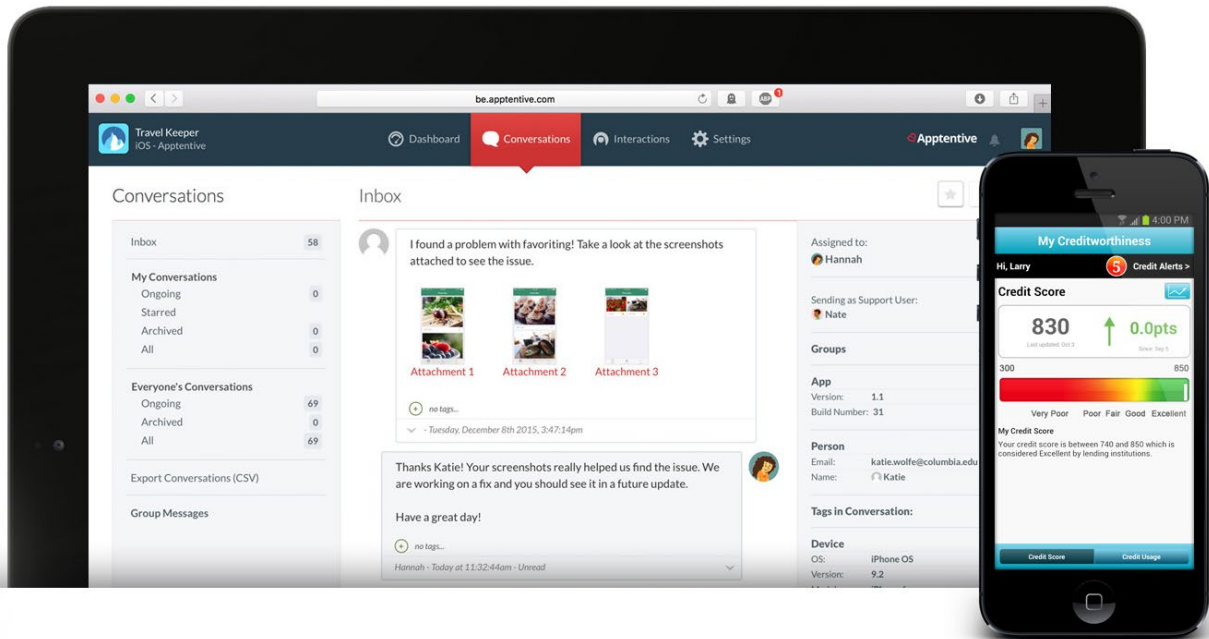


"Our retention rates have increased approximately 20% since using Apptentive. Almost every customer that comes to us is an opportunity to create an amazing experience and further develop our trust. I can confidently say that every customer who talks to us will be coming back to use us again."

-George McMullen, Head of Mobile

APPTENTIVE HELPED

Improve Engagement with a Richer App Experience



Managing your credit and debt can often be a daunting task. Credit Sesame receives many questions from its customers regarding their credit scores, mortgage, or other forms of debt. As Credit Sesame addresses their questions and concerns, they have found that the customers leaving those inquiries have shown an inclination to interact with the app more deeply and return on a more frequent basis.



*“One of the unexpected benefits that we’ve seen from Apptentive is its effect on overall user engagement. When we answer our customers’ questions about their credit and debt and what they can do with the app, we’ve seen that those customers begin to use the app more frequently, for longer periods of time, and have a deeper, richer experience with the app. **In the end, that translates to higher conversion for those users and increased lifetime value (LTV).** Without the ability to get help from directly within the app through Apptentive, I know those users would not have as high a confidence in the services Credit Sesame provides.”*

- George McMullen, Head of Mobile

APPTENTIVE HELPED

Credit Sesame

“Get To Know” Their Customers

When creating a consumer-facing product that provides a high-value service, it is necessary to develop it in a way that is as helpful to customers as possible. On mobile devices, this increases 10-fold as you must be particularly thoughtful when deciding what information and functionality to include while maintaining a streamlined, mobile-friendly experience. Apptentive gave Credit Sesame’s customers the ability to share what was most important to them. These insights, in turn, guided Credit Sesame’s product roadmap to minimize wasted resources and maximize customer value.

“We wanted to know what our customers thought about Credit Sesame. Do customers love our app? If so, what about it? Were there any problems that customers consistently had? Do customers have feature suggestions? Did we miss anything? We are more successful with Apptentive providing a way to talk to our customers. The impact of having answers to these questions allows us to move more quickly and with more confidence in our decisions.”



- **George McMullen,**
Head of Mobile



Apptentive’s mobile customer engagement software helps companies listen to, engage with, and retain their customers. The product gives brands the opportunity to identify who to talk to, intelligently engage user segments, and mobilize customers to take action through in-app messages, surveys, and ratings prompts. Integrated into thousands of mobile apps, Apptentive helps companies engage mobile customers, boost app ratings, drive downloads, and earn customer loyalty.

[REQUEST A DEMO >](#)

If you’re interested in learning more about Apptentive, please contact us at info@apptentive.com