



Finance

Push Notifications Keep Users in the Loop on Money Transfer Status

A Global Money Transfer Company's Objectives

- Provide a simple, secure and speedy method to send payments
- Be available via whatever channel users find most convenient
- Update users on the status of their money transfer via push notifications

In the increasingly competitive space of digital and mobile payment remittance, one Urban Airship customer differentiates themselves by excellence in mobile customer experience.

The global money transfer company has helped people seamlessly send and receive money since before the advent of mobile apps, via its website. However, as mobile apps emerged as the preferred channel by consumers, the company created an app to help users send funds whenever and wherever is most convenient.

The company has used **Urban Airship Engage** to power its push notifications since 2013. The addition of push notifications was immediately met with a positive reaction from users because it helped them stay up-to-date on the status of their transfer. "Our service is life changing for our users," said the Director of Mobile Apps. "With Urban Airship push notifications, we can update users on

*The company has used **Urban Airship Engage** to power its push notifications since 2013.*

RESULTS

 **60%**

More than 60% of transactions take place in the mobile app.

 **100%**

When users send money through the app, they send nearly 100% more vs. the company's website.

“With Urban Airship push notifications, we can update users on the status of their money transfer back to their family in the Philippines. Our users really appreciate hearing this information.”

*– Director of Mobile Apps,
Money Transfer Company*

the status of their money transfer back to their family in the Philippines. Our users really appreciate hearing this information.”

A mobile app is key to the company’s success – more than half of its international transactions happen through mobile. When the app is used instead of the company’s website, the transaction amount is nearly doubled.

The company also finds push notifications to be a strong feature of the app, driving more customer engagement in terms of app opens or click-through than its email messages.

The company values engagement metrics to track success as the service charts the number of new users as well as frequent, repeat visitors. And with reason – more than 90% of the company’s revenue results from repeat customers. Serving these users is paramount.

Customers initiate transfers digitally, and most connect their bank account. This creates a body of transaction-related data that enables deep insight into repeat customer behavior including expected funding methods, transfer frequency and disbursement preferences.

Because the company sends messaging through the Urban Airship API, the company also uses **Urban Airship Insight’s** out-of-the-box dashboards to get user-level reporting on their messaging without having to make API calls, streamlining the process.

According to the Director of Mobile Apps, a major reason the company chose Urban Airship is the world-class, cross-platform support, as many of their customers use Android devices.

The company is now exploring new opportunities to further engagement, such as new types of messaging to send as well as the optimal time of day when users will be most receptive.

“We want to ensure a positive experience for our users with our life-changing experience,” the Director of Mobile Apps said.

Want to learn more about how mobile can drive results for your business? [Contact us](#), or visit [our blog](#) for best practices.