

is the AI partner for the largest private bank in Myanmar

(This project started in June 2017)

The challenge

The bank had difficulty understanding and engaging with its customer base accordingly. There was a lack of standardized processes and systems to meet customer needs as well as analyze available data, which made outreach and growth difficult.

How Crayon helped

- Supported analytic-based insight for promotion of a digital wallet app
- Designed and developed digital assets that offer data insights and analysis of metrics that enable the business to make informed decisions
- Conducted customer profiling and high-target customer evaluation
- Supported campaign drives and analysis of campaign reach

The results

7.5 Mn

Customers on-boarded

~300 K

Partners and merchant onboarded

3 Mn+

Transacting customers



Lauded and awarded

- Asia Money's 2019 Best Domestic Bank in Myanmar Awards
- Best Digital Bank in Myanmar Awards