



# tadfin

## boosts acquisition and revenue

### THE CHALLENGE

Tadfin's goal was to increase revenue for its small loans product. To achieve this goal, the Tadfin team aimed to steer away from complexity and deliver an easy, quick and almost effortless loan application solution for users to access 24/7.

### HOW WE HELPED

FCB.ai launched a conversational AI solution called Thembeka to help users apply for small loans. This easy application process significantly boosted Tadfin's applications for loans leading to increased customer acquisition, increased revenue and higher customer satisfaction levels.

### INTEGRATIONS

