



# Make customers feel at home, online.

Learn how ICICI Home Finance Company partnered with DWAO to develop a website to broaden its reach and improve customer insights.

As one of India's leading home finance companies, ICICI Home Finance Company (HFC) is focused on reaching millions of customers across the country. Given the varying needs of the population, the company wanted a website that could reach communities in their local language, while providing the same depth of service that customers expect from branch locations.

## **ICICI HFC teamed up with DWAO build a responsive, easy-to-navigate website in six languages in just weeks.**

The new website features a search tool that enables people in the top seven cities in India to find the home best suited their price and their needs. It also gives people in tier-two and tier-three cities across the country greater access to home loans, so they too can find the home of their dreams.

When the pandemic caused many people to pause their home buying plans, ICICI HFC and DWAO collaborated to move several application processes online that used to be entirely in-person. As a result, customers can proceed with their fixed deposit loan applications and even secure gold loans, assured that there won't be any delays if they can't get to a branch office location.

Buying a new home and managing finances can be stressful at any time, and especially during a pandemic — which is why ICICI HFC is making its digital experience easier-to-navigate, more accessible, and more responsive. Read on to learn how the company meets customer needs by enhancing digital experiences.