Adani One - ICICI Co-Brand Credit Card

Research Overview

The Adani One - ICICI co-branded credit card is India's first lifetime free lifetime co-branded credit card. It offers rewards across **Fuel, Groceries, Dining, Travel, Utilities, Rent, Education, Insurance, Healthcare** and **Business** spend categories, with no annual fee.

In this research project, we seek to uncover deep insights into user behavior and pain points to improve India's co-branded credit card. The goal is to provide insights or recommendations on:

- Exploring why users choose or reject the card
- Identifying what drives adoption, usage, and retention
- Prioritizing pain points and areas for improvement.

Team Members: *Ben Stevens (Product Manager) and Jordan Jill (Designer)*

Month	Year
Adani One Research	
Tools	
Excel, Figma, Figma	
Duration	
1.5 months	

Research Process

Define

Goals

1. **Identify new pain points** in the activation and utilization funnel of the card.
2. **Determine user needs** and behavioral strategies covering travel and financial product engagement.
3. **Inform future decisions** on product enhancements and marketing strategies to boost customer value and card utilization.
4. **Generate actionable insights** to refine user segmentation and tailor marketing efforts for increased product adoption and engagement.

Cohorts

1. **Active Users** - Users who regularly transact using the co-branded credit card.
2. **Inactive Users** - Users who have activated the card but have not yet done his/her first transaction actively overtime.
3. **Approved but Non-Activated Users** - Users whose credit card application was approved but who never completed activation process.

Segmentation

Credit Type
- Signature Cardholders
- Rubyx Cardholders

Demographics
- Age (18-20, 21-40, 40-60)
- City/Tier Classification

Hypothesis

Through **collaborative discussions** with the product and customer experience ICICI teams, we **explored existing challenges** and developed a hypothesis to explain user drop-off based on shared insights.

1. **Lack of Awareness:** Users don't fully understand counter-intuitive small conditions, causing redemption losses.
2. **Friction in Activation:** Complex or unclear steps during the activation process lead to drop-off.
3. **Credit Limit Conflicts:** Mid-spend limits on EMI cards create unexpected declined transactions.
4. **Fulfillment Issues:** Delayed activation and card delivery negatively impact customer experience.
5. **Outsourcing Issues:** Unclear instructions and unmet expectations lead to early disengagement.

User Research

Research Methodology

To better understand our card users, we used **a mixed-methods research** approach.

1. Targeted UPI users through cold calling
   - 22 users for **qualitative** 5 users per cohort in both the variants
2. Sent **quantitative** questionnaire
   - 103 usable responses

Participants

- Qualitative research: 50 users provided in-depth understanding of user motivations, pain points, and the **"why" behind their behaviors** through interviews and open-ended feedback.
- Quantitative research: 103 users validated the **scale and impact** of patterns identified in the qualitative phase, measuring the prevalence of these issues across a larger user base, identifying patterns, and validate qualitative findings.

Interview Questions

We conducted the current customer survey and a mix of both functional, following questions were asked:

Awareness & User Preferences

1. How did you get to know about this co-branded card?
2. What factor influenced your decision to get Adani One co-branded card?
3. Do you were aware about the benefits of the card?

Approved But Non- Activated Users

1. You haven't activated the Adani One co-branded card yet. What's the reason behind it?
2. What would encourage you to use the card more frequently?

Inactive/Dormant Users

1. It's been a few months since the Adani One co-branded credit card. What's the reason?
2. What would encourage you to use the card more frequently?

Active Users

1. Can Walk-through for us on how the Adani One co-branded credit card?
2. What types of promotions do you primarily use the card for?
3. Which were the most valuable features of the card for you that influenced your decision?
4. Have you faced any challenges with the co-brand card?
5. Do you feel the card's rewards and benefits are meaningful enough to justify the annual fee of zero-cost card? (Consider Amazon Prime, Flipkart Plus, Swiggy, Zomato, Cashback, Supercoins, Amazon Pay, Cashback, Supercoins, Amazon Pay, Cashback, Supercoins, Amazon Pay