# Perfilador.





## Mapping products.

We started to map all different credit cards to list features and benefits.
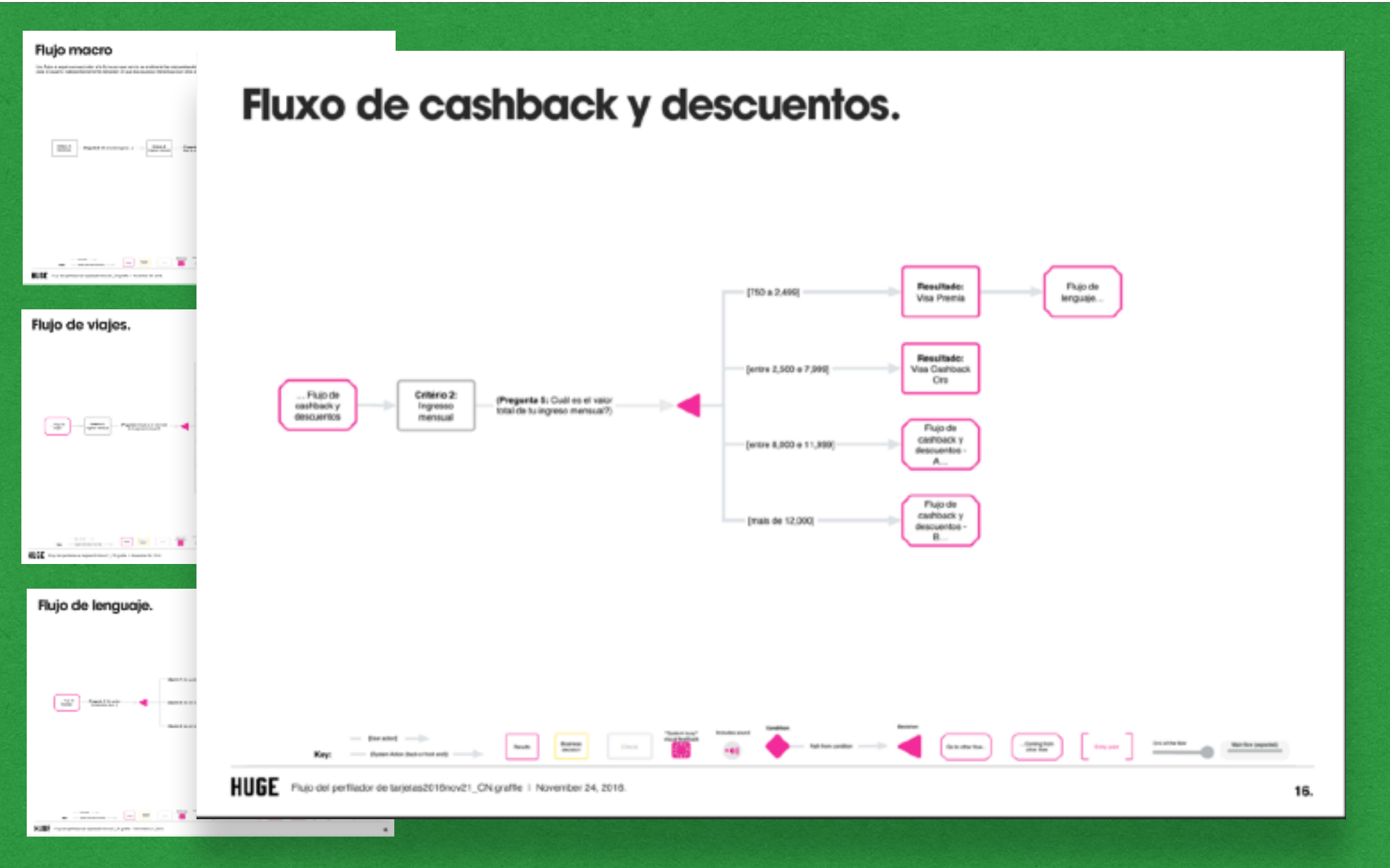
## Mapping the flow.

Then we created a robust flow with logic and questions that will helps us segment users and know more about their behavior.
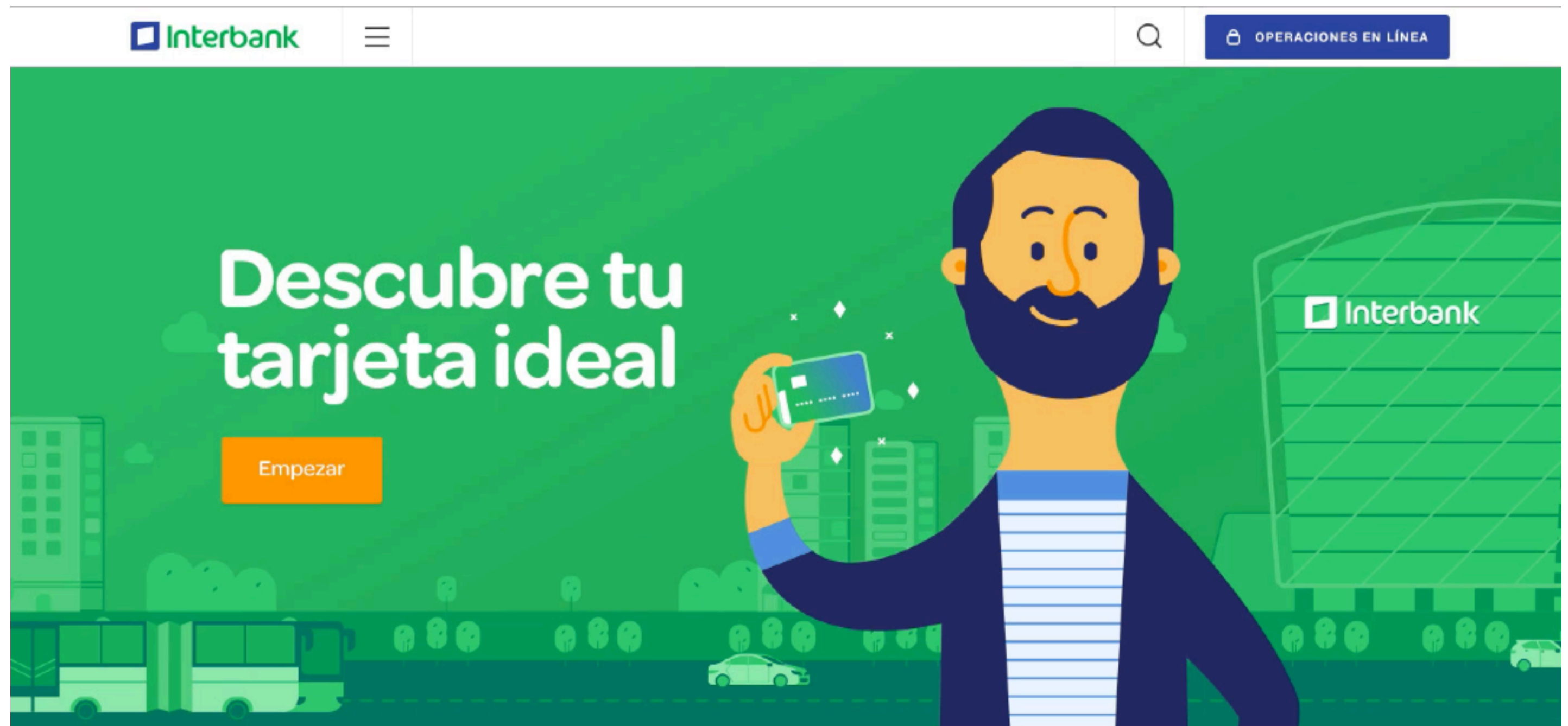
# A guided selling tool.

Users can use a tool that makes "banking language" more tangible and aligned with their profile.

The *perfilador* provides meaningful results by asking just 5 question to users.

Each result has tailored content, including illustrations and CTA's.