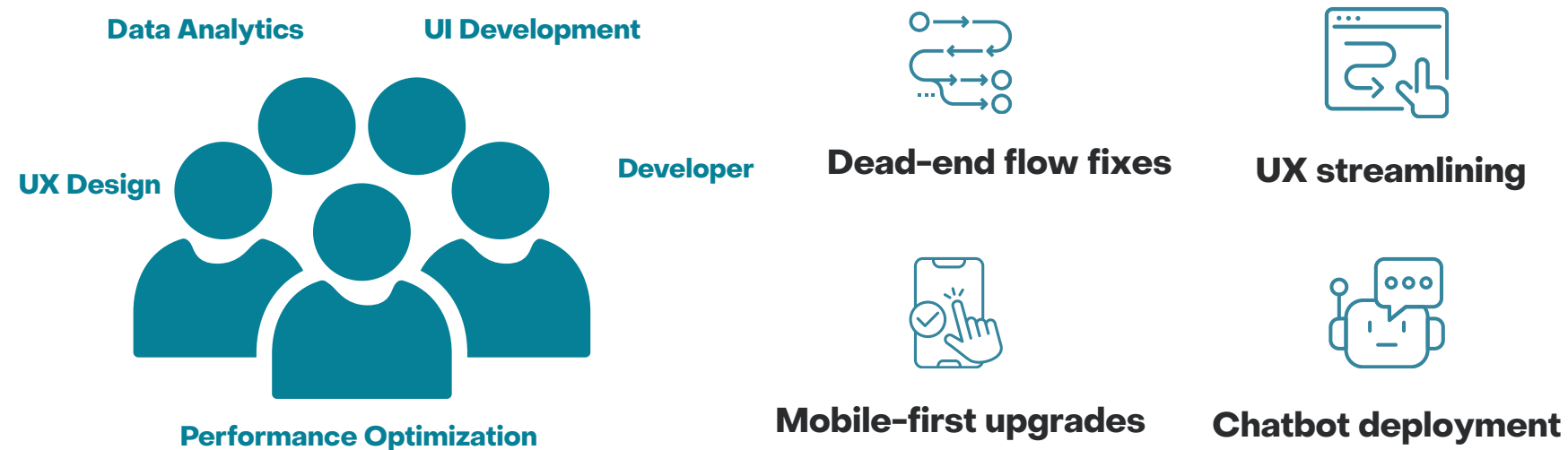


# CRO: From Friction to Flow

Goal: 20% lift in Ac openings & top-funnel conversions  
Challenge: High drop-offs, unclear CTAs, poor navigation  
Urgency: Improve digital conversion in just 4 months

## A Data-Driven Optimization Approach

- Deep Analytics via **3rd AI**: Mapped user journeys & drop-off points
- **10 Hypotheses**: Targeted UX bottlenecks and dead-end flows
- **Execution**: Navigation, mobile UI, chatbot, load time, content simplification



## Breaking Bottlenecks in Real Time

**Before:** Long forms, unclear CTAs, looped navigation = user frustration

**Intervention:** Streamlined content, removed duplicate paths, adaptive mobile UI

**Real-Time Chatbot:** Helped resolve queries → increased engagement + conversions

## Impact Delivered in 4 Months

- **184% increase in bottom-funnel conversions**
- **6.4x boost in final conversion volume**
- **32% reduction in bounce rate**
- **20+ journeys optimized = smoother user flow across site**

**Conversion Rate optimisation :**  
**Drastic reduction in drop off improving conversions**