



## BANK DANAMON INDONESIA ON BUSINESSNEXT

Driving Digital Transformation  
on a Responsive Composable Platform

### What was BDI missing?

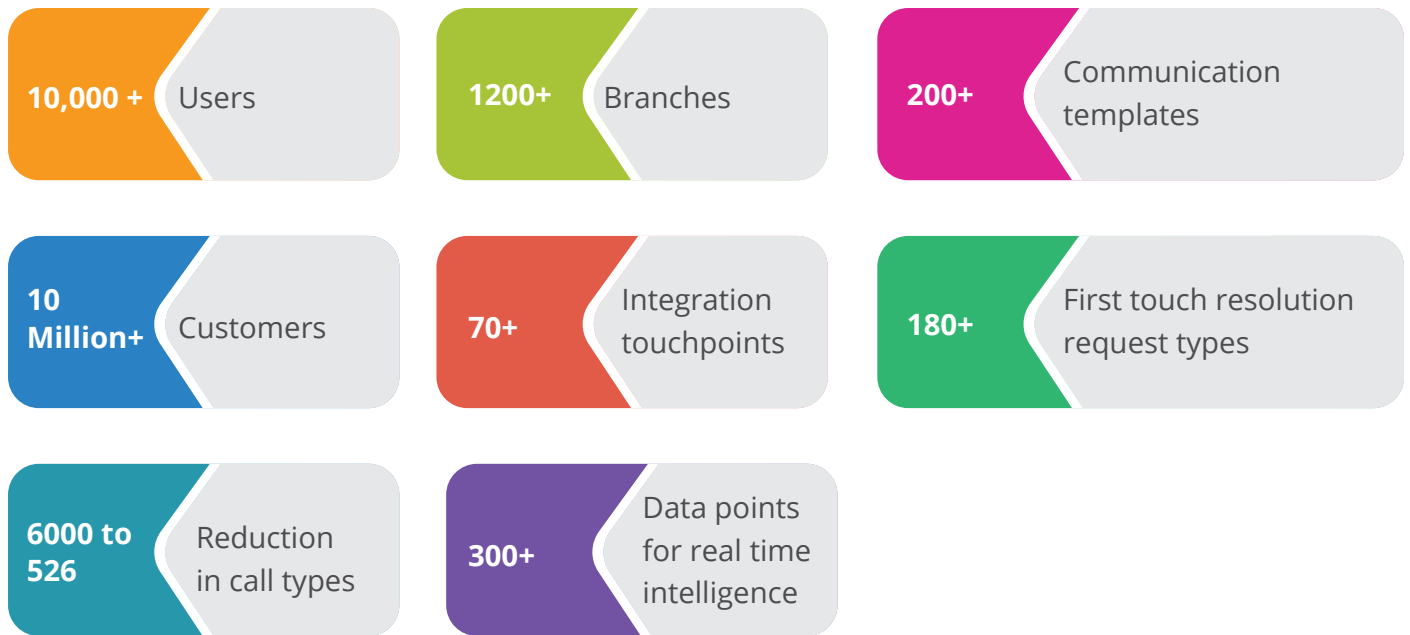
- Modern CRM platform
- Accelerated digital lending
- Smarter digital journeys with instant fulfilment capability



*BDI is always committed to enable customers to take control of their financial objectives and goals. With CRMNEXT, we collaboratively work towards achieving BDI's vision of transforming to a Digital First Bank focused on delivering best-in-class banking services enabled through innovative use of technology. The Bank has created a digital customer experience and action platform, leveraging the elasticity and seamless integrations across digital channels and branches. CRMNEXT platform provides a unified view of the customer, maximizing customer lifecycle value with stellar user experience.*

- Henny Liu  
SVP - IT Digital and Front End Solution Head

## Implementation Highlights



## Solutions, Delivered Highlights



### CRMNEXT

Modern CRM Platform

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### CUSTOMERNEXT

Continuous Channel  
Digital Journeys

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### DIGITAL LENDING PLATFORM

Smart Lending  
Journeys

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