



KOTAK MAHINDRA BANK on BUSINESSNEXT

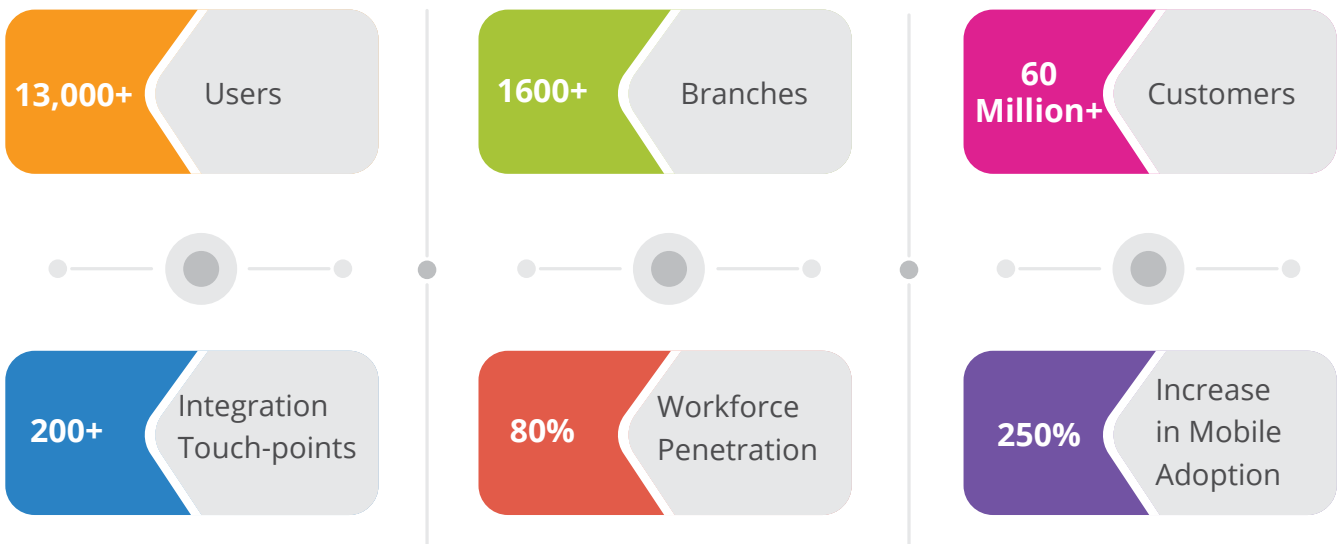
Delivering High Impact Banking on a Responsive Composable Platform

400% Increase in CASA leads and more transformations inside

What was Kotak Mahindra Bank missing?

- Capability to deliver personalized offerings with instant fulfillment
- Smarter lead management
- Intuitive digital journeys
- Exponential scale, agility and efficiency
- Faster customer onboarding
- Continuous digital channel experience

Implementation Highlights



Results

400% Increase in CASA leads #*

300% Increase in leads in credit cards #*

45% Increase in lead conversion rate

40% Reduction in avg. sales turnaround time

90% Reduction in avg. loan processing time +

20% QoQ Increase in home loan disbursements

250% Increase in mobile app usage

80% Workforce penetration

200% Integration touchpoints

15 million new leads generated till date
* Scaled from an already large base
+ Rs.11,000+ crores disbursed till date



“CRMNEXT enables us to deploy smart, intelligent journeys resulting in faster fulfillment and go to market for our new products and services and lower cost of sales. It has boosted our capabilities to deliver superlative customer experience and further strengthen customer loyalty.”

Mr. Sanjay Gupta, President & Business Head – IT

Solutions, Delivered Highlights



CRMNEXT

Unified 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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