CRMNEXT launches advanced Open Communication Platform (OCP) to power continuous channel experience

Engages, sells, and serve customers across a mix of modern and traditional channels that are increasingly driving new business

Mumbai, February 04, 2022: CRMNEXT, the world's leading digital technology solution for the banking and insurance industry, has launched Open Communication Platform (OCP) technology to accelerate customer delights, personalized products, and service delivery and build loyalty through digital-first experiences.

As banking and financial institutions embrace a "serve and sell anytime, anywhere" mentality, digital experiences are becoming critical. Open Communication Platform (OCP) helps enterprises move to a zero ops model, powered by one & done processes that can fundamentally do back-office work with STP and smart AI. This delivers a modern customer service and engagement platform for banks, financial services, and insurance providers powered with out-of-box AI capabilities.

Channels that OCP enables

- **OCP for text:** CRMNEXT customers can seamlessly plugin new channels like WhatsApp, Twitter, google business messenger, Facebook, chatbots, voice-triggered chatbots, and more

- **OCP for voice:** Clients can integrate with voice telephony channels like AWS connect, CTI, IVR, WebEx, Avaya, and, more, greatly enhancing the capabilities and efficiency of your contact centers

➤ **Some of OCP's cabilities include**

- **Real-time Business Fabric:** Deliver concierge-like experience with more real-time actions, intelligence, and, seamless handover across channels while preserving the context of the conversations.

- **SoftPhone Integration:** Embed a third-party dialer to the action tray of your agent workbench's console view.

- **AI-driven Knowledge Base:** Dynamic solutions to customer queries.

- **AI-driven Insight Cards:** AI-driven product offers, insights from customer interactions.

- **Sentiment Analysis**: Proactively identify customer emotions with AI-driven sentiment analysis.

- **Conference Chat with Supervisor:** Agents can now consult their supervisor in real-time.

- **Connected Workspace**: Increase in customer engagement rates through the connected workspace, which includes functionalities such as Facebook chat integration, chats in console view, speech-to-text recognition, and more.

❝ **Mr. Sushil Tyagi, Director, CRMNEXT,** said, "Across every business function and industry, our customers are redefining their customer, employee, partner, and product experiences. Open Communication Platform (OCP) continues to expand our vision of enabling companies to realize speed, agility, and efficiency in customer engagement. OCP creates a more connected customer experience by delivering instant connect, instant response, instant delight and significantly boosting first-time resolutions."

For more information, visit https://www.businessnext.com/ocp

Watch Video: https://www.youtube.com/watch?v=eHxo1n83tmw

About BUSINESSNEXT

BUSINESSNEXT is a universe of composable enterprise solutions with a focus on banks and financial services globally. Recognized as a Visionary by leading industry analysts, it leverages technology, innovation, and experience to relentlessly deliver incredible, unique, and human experiences, acing the volatile and complex business environment. BUSINESSNEXT suite comprises CRMNEXT, CUSTOMERNEXT & DATANEXT which are AI and ML-driven cloud-agnostic platforms dedicated to enabling digital transformations. It also comprises an enriched portfolio of hyper SaaS modular solutions that are responsive, can readily plug & play, and has superlative integration capabilities with the ecosystem. BUSINESSNEXT today powers 1 million+ users across 65,000 branches and call centers, managing 1 billion end customers worldwide. BUSINESSNEXT has its USA headquarter in Raleigh, North Carolina and its international headquarter in Noida, India. It has a footprint across 5 continents and direct offices in 14 countries across the U.S.A, MEA, and APAC.

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