



## **BUSINESSNEXT Launches Smart Relationship Manager for Financial Institutions**

AI-driven, hyper-personalized Smart RM delivers  
3X growth in revenue



**Mumbai, April 26, 2022:** [BUSINESSNEXT](#), the world's leading responsive composable banking platform, enriched its product portfolio further by launching Smart Relationship Manager (RM) for banking and financial services. The new age Smart RM is the conjunction of hi-tech artificial intelligence (AI) and digital banking. It provides advanced sales and service capabilities to the RMs, enabling them to manage 10 times more customers, impacting three times more revenue while enabling a distinctive customer experience.

“Speaking on this occasion, **Mr. Sushil Tyagi, Director, BUSINESSNEXT**, said, “Real-time decision-making backed by data-driven contextual insights, especially in the banking and financial sector is a game-changer. It puts the focus back on superior customer service as the transcending factor for banks to ensure market relevancy and accelerate profitability. I feel proud to say that the Smart RM has proven to help increase managed portfolios by 10x, boost RM productivity by 5X, and increase revenue per RM by 3X. It is an innovative product that goes a step beyond the traditional relationships and offers a 360-degree view to our RMs to deliver more value.”

Some of the noteworthy features of Smart RM are:

- AI-driven platform providing real-time contextual insights into customer profile, needs, and expectations within 100 seconds
- Guided Action Centres bringing down the complexity and rendering hyper-personalization
- Single console view of all the channels facilitating maximum efficiency
- Advanced Playbooks, AI nudges, and real-time performance analytics

For a detailed view, [click here](#)

## ► **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.

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

