



BUSINESSNEXT wins 'Best Customer Experience Platform'

Awarded at the Middle East Banking AI & Analytics Summit 2023



Noida, March 23, 2023: BUSINESSNEXT, a universe of composable enterprise solutions to banks and financial services globally, was awarded the 'Best Customer Experience Platform' at the 5th Middle East Banking AI & Analytics Summit 2023 held in Dubai on March 16, 2023, from amongst 150 entries. The award recognises the superlative business impact achieved by banks driven by BUSINESSNEXT'S expansive and enriched portfolio of deep tech, hyper SaaS, and cloud agnostic solutions and platforms - [CRMNEXT](#), [CUSTOMERNEXT](#) & [DATANEXT](#). The event witnessed participation from more than 200 industry leaders comprising top banks and financial institutions across the Middle East.

"We are excited to win the Best Customer Experience platform award at #MEBANKINGAI 2023. This prestigious award is testimony to our vision of ushering in an era of autonomous banking riding high on deep tech advancements proliferated by generative AI, Data Analytics, and ML paving the way for a more personalised and simplified customer experience," said **Sushil Tyagi, Director, BUSINESSNEXT.**

BUSINESSNEXT serves 80+ banks globally delivering practical AI embedded across customer journeys delivering a faster and simpler banking experience. This includes various predictive and prescriptive recommendations, scoring models, customer lifetime value, risk rating, and more.

The Middle East Banking AI & Analytics Summit is a world-class forum where the top leadership from major established banks share their learnings, experiences, and use cases on implementing and scaling AI and Analytics effectively. It hosted 14 awards across FinTech categories that received nominations from industry players across the globe with a presence in ME. Nominations were judged by a selective group of jury comprising leading business leaders in the BFSI space.

► **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 platforms namely [CRMNEXT](#), [CUSTOMERNEXT](#) & [DATANEXT](#) are AI and ML-driven cloud-agnostic platforms dedicated to enabling digital transformations. It 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,

<https://www.businessnext.com/>

