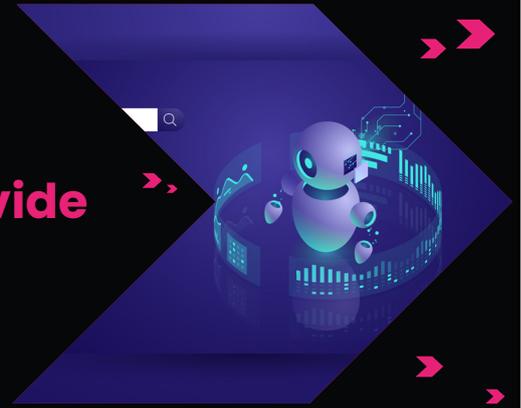




CRMNEXT & IDFY integrates to provide AI-powered solutions to Banks

Enables critical video banking solutions and real-time fraud detection



- **Facilitates opening zero touch accounts, onboarding, and servicing customers instantly with 100% secured video KYC and digital solutions.**
- **Delivered a 300% increase in opening new accounts through digital channels**
- **Reduced account opening costs by 90%**

Mumbai, October 28, 2020: CRMNEXT, the world's leading CRM solutions in the banking and insurance industry, has announced integration with IDFY to provide video banking, fraud detection, and digital KYC solutions to enable banks with zero-touch account opening, onboarding and servicing. Customers can start their journeys from any device and enjoy seamless account opening, onboarding, and servicing with AI-assisted processes including video KYC.

CRMNEXT integration with IDFY will help banks to acquire new customers remotely with a simpler, safer, and 100% secured process. It also enables video call recording for identifying capture and verification, Geo-tagging, and Concurrent audit. The solution provides banks with accurate authentication of customers and compliance ready with GDPR, AML, KYC, and other regulations.

“ **Mr. Sushil Tyagi, Executive Director, CRMNEXT** said, “Our new solutions will enable the banking industry to effectively acquire, onboard, and serve new customers. Our customers are witnessing significant savings in costs and increased conversion and retention rates without any risks and frauds. We believe this will be a game-changing solution to power growth during the pandemic and the new normal thereafter.”

CRMNEXT is a global leader in banking, insurance, and financial customer experience and engagement solutions. Its customers include large global banks and insurance companies including State Bank of India, HDFC Bank, ICICI Bank, Axis Bank, TATA AIA, SBI Life Insurance, Bajaj Allianz, Metlife, Transunion CIBIL etc.

► **About CRMNEXT**

CRMNEXT, Inc. is the leading global CRM software solution provider in Insurance CRM and [Banking CRM services](#). It is used by more than 1 million bankers to manage more than a billion customers on its platform globally. A Gartner Magic Quadrant Challenger company, CRMNEXT picks up where traditional CRMs leave off providing work simplification, robotic automation, immediate results, and greater empowerment for both team members and customers.

CRMNEXT eliminates the artificial barriers between human and digital channels, and enables innovation and world-class, omnichannel customer interactions from a single, unified platform. It has to its credit the largest banking CRM implementation globally. It has become the largest [CRM in insurance services](#) by effectively recalibrating the potential for both large and small organizations to grow assets, quality relationships, profitability, service, and innovation.

For more information, visit www.crmnext.com

COVID19 Solutions- <http://crmnext.com/growth-solutions-covid19/>

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*Note: CRMNEXT expands to BUSINESSNEXT

