



## Ankur Tripathi shares AU Small Finance Bank's AI blueprint

Building a tech-led bank from Day 1, AU SFB onboards CRMNEXT by BUSINESSNEXT



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In an exclusive interview with Salvi Mittal of [ET CIO](#), Ankur Tripathi, Chief Information Officer of AU SFB, talks about onboarding CRMNEXT by BUSINESSNEXT, in its quest of scaling up operations via Unified Strategy Execution Platform and creating a differentiator for providing end to end simplified customer on-boarding and service experience.

**Ankur Tripathi, Chief Information Officer of AU Small Finance Bank**, believes that *“a CIO has to be super agile, mindful of the ever-evolving technology, and build the scalable architecture which can quickly adapt and transform with the new set of features or innovation.”*

AU Small Finance Bank has been focusing their technology and digital initiative. The six-and-half-year-old bank has been aspirational to build their tech-led bank from day one.

*“In that aspiration we have partnered with various entities organizations who are aligned with our mindset, our agenda of building the most customer centric and tech led organization. We’ve partnered with various leading OEMs and publications like Gartner and Forrester,”* he says.

### **Customer facing digital initiatives**

As part of the digital initiatives Ankur Tripathi has rolled out ‘AU 0101’, a super app offering mobile banking and internet banking platform for the consumers. This is

an omni channel platform which is seamless across internet banking and mobile banking.

The platform is capable of tapping the false factor over the laptop or mobile and the transaction closes seamlessly. More than 250 plus features and services are being offered on this platform, with more than 2.2 million users using that platform for their day-to-day servicing and transactions. Additionally, the bank has built a video banking platform on 'AU 0101' which is an end-to-end engagement, transaction and acquisition platform for the customers.

According to the regulator, KYC is necessary as a process to onboard the customer, "So we have extended that platform from onboarding to servicing to transaction, over a video call. Existing or new customers can login to a video call, and connect with the bank officer. Simplifying for the customers to understand all the products and features over the call and further making the banking decisions."

In order to secure the financial transactions, Tripathi has been vigilant to implement security measures like face validation and device authentication to uniquely identify the customer as if he has walked in into the branch.

The credit card is the oldest digital payment mode in the industry and gradually the bank realized the pace of digital adoption in the country is growing and especially in Tier 2, Tier 3 cities with the advancement of all that ecommerce and delivery portals. Thereby, the AU Small Finance Bank rolled out the credit card 'LIT Credit Card - Customizable credit card' as a payment mechanism.

*"The LIT Credit Card is the industry's first customizable credit card with all the features, backed on our digital platform," he adds.*

Moreover, the bank has created a Business Rule Engine (BRE) platform in the back end to meaningfully underwriting the customer. And gradually extending that to enterprise level BRE, where in a single transaction the bank would be able to make cross sell and up sell offers.



## Boosting developer productivity with GenAI

Generative AI is a fantastic innovation and is taking the industry by storm.

*"We are being mindful of all our innovations and developments. We've identified a few use cases primarily around customer servicing, building gen AI layers on top of our WhatsApp banking and chatbot platforms. Making them more customer centric, intuitive and contextual to the conversation with any specific user"* he adds.

Furthermore, the bank is building a gen AI layer on top of their testing practice to reduce the overall production deployment life cycle. And they have all the developer community in the bank on the copilot platform powered by Gen AI.

Then there are multiple possibilities around cyber security, assembling customer insight 360 degree level information. *"We can correlate information available with the bank and wider web, and provide a true customer 360 degree picture for our internal users with meaningfully offering with the right set of product features and services. We are evaluating multiple use cases on a day-to-day basis with gen AI and gradually rolling them out,"* he explains.

### Scaling up operations

The bank wanted to use technology to create a differentiator for providing end to end simplified customer on-boarding and service experience as a brand-new bank. Tripathi was seeking for a scalable solution that was also a unified strategy execution platform that could handle complex integration needs to meet the dynamic business requirements.

*"Therefore, for a quick and fast evolving landscape, we've deployed CRMNEXT by BusinessNext. The bank can make its technology platform anywhere, anytime and on any device to its teams. CRMNEXT fetches data from multiple systems to provide a holistic 360-degree customer view,"* he adds.

Seamless integrations brought multiple processes on a unified strategy execution platform. Users have complete visibility of issues raised by the customers, so that they have relevant intelligence and can give the customers status updates on demand. AU Small Finance Bank is now able to scale up operations as needed without compromising on service quality and expensive additional investments.

## **Business outcomes expected out of digital initiatives**

Tripathi describes the expected business outcomes are largely in a few parameters where he would judge or evaluate their digital or the technology spends–

- Quickly onboarding the customers and delivering harmonious customer experience
- Identifying the channels, or level of customized communication happening during the course of the engagement
- Understanding the lifetime life cycle of the customer in the bank
- How many additional production services the bank is able to cross sell

*“Most of our spends and initiatives are fabricating best in class products, user experience, and frictionless customer onboarding. Besides, we are able to identify, customize or personalize platforms for very contextual, and alerts from various platforms including business next to the customer,”* Tripathi concludes.