



BUSINESSNEXT Wins Brandon Hall Group™ GOLD award for excellence in Best Use of Blended Learning



MUMBAI, Aug. 27, 2024: BUSINESSNEXT, a leader in innovative enterprise solutions, has won a coveted Brandon Hall Group™ Gold award for excellence in the category “Best Use of Blended Learning” for the entry titled CRMNEXT Foundation Certification. This prestigious recognition was announced on August 22, 2024.

The CRMNEXT Foundation Certification program guides learners through the foundational aspects of CRMNEXT, effectively aligning with business needs, its innovative design and impact employee development. It leverages blended learning, including simulations, videos, and gamification, to address skill gaps and integrate real-world scenarios.

The program consolidates resources in one place, improves instructor efficiency, reduces onboarding time, and tracks learner performance, ensuring practical application of CRMNEXT features.

Rajendra Sureka, Head- Digital Learning’ at BUSINESSNEXT said, *“Receiving this award is a testament to our commitment to excellence in employee development and our continuous effort to innovate in the learning and development space “.*

Elaborating more on the program, Sureka, added, “BUSINESSNEXT has a dedicated learning center, BUSINESSNEXT Academy, and its flagship CRMNEXT Foundation Certification program has been recognized for its excellence in blended learning. This recognition, achieved alongside other industry leaders for our contributions to human capital management, underscores our commitment to providing world-class training to our existing customers and prospects, empowering them to master our product. It also reflects our effort to attract top talent, offering them an opportunity to learn and excel through this program. As we plan to launch the CRMNEXT Foundation Certification in the open market soon, we are excited about the potential it holds for broader industry impact.”

Rachel Cooke, Chief Operating Officer of Brandon Hall Group™ and leader of the HCM Excellence Awards® program, commented, *“Excellence Award recipients have consistently demonstrated their commitment to employee growth and well-being through innovative human capital strategies. These organizations have implemented HCM programs that drive outstanding business results and create a positive and empowering work environment. Our rigorous evaluation process has confirmed these programs as industry-leading in their effectiveness and impact on employee satisfaction.”*

Winners of the Excellence Award will continue to be honored at the Brandon Hall Group’s HCM Excellence Conference, scheduled for January 28–30, 2025, at the Hilton West Palm Beach, Florida.

► **About Brandon Hall Group™**

Brandon Hall Group™ is the only professional development company that offers data, research, insights, and certification to Learning and Talent executives and organizations. The best minds in Human Capital Management (HCM) choose Brandon Hall Group™ to help them create future-proof employee development plans for the new era.

For over 30 years, we have empowered, recognized, and certified excellence in organizations worldwide, influencing the development of over 10 million employees and executives. Our HCM Excellence Awards® program was the first to recognize organizations for learning and talent and is the gold standard, known as the “Academy Awards of Human Capital Management.”

The awards recognize the best organizations that have successfully developed and deployed programs, strategies, modalities, processes, systems, and tools that have achieved measurable results. We are honored to receive applications from organizations worldwide, ranging from small, medium, large, and global enterprises to government, not-for-profits, and associations.



► **About BUSINESSNEXT**

BUSINESSNEXT is a universe of composable enterprise solutions with a focus on banks and financial services globally. Recognized as a leader in Financial Services CRM 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](#) & [WORKNEXT](#) 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 headquarters in Raleigh, North Carolina and its international headquarters 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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