



BUSINESSNEXT Launches AGENTNEXT: The AI Revolution Transforming Financial Services

**Ground-breaking AI Agents Set to Disrupt Banking and Insurance,
Promising 70% Autonomous Operations**



NEW DELHI, Nov 20, 2024: In a seismic shift that's set to redefine the future of finance, BUSINESSNEXT has unveiled AGENTNEXT - a game-changing AI agent platform that will open-up completely new possibilities for the banking and insurance industries.

These AI-powered assistants can handle 60-70% of tasks autonomously, with human expertise seamlessly woven in when needed. From hyper-personalized banker assistants to AI-powered contact centers, this platform is pushing the boundaries of what's possible in financial services.

At the heart of AGENTNEXT lies the revolutionary Thinking Brush™ engine - this marvel brings in explainability to AI agents. It provides capability to audit each and every decision which the agent takes and navigate complex financial scenarios with the finesse of a seasoned expert. AGENTNEXT isn't just about automation - it's about precision. With the new in-built no-code Agent Studio, users can craft AI agents tailored to their specific needs. It provides highly capable pre-built agent-use cases for addressing the needs of financial services enterprises which can be reused or further modified to match the evolving needs of business users. From sales and marketing to lending and operations.

Nishant Singh, Founder and CEO, BUSINESSNEXT, said, *"AGENTNEXT isn't just raising the bar; it's creating a whole new playing field. The response from our partners and customers has been nothing short of phenomenal. It offers Fort Knox-level security with data-in perimeter controller, ensuring full compliance in-line with the latest RBI regulatory circulars. We're not just disrupting the banking and financial services industry, we're reimagining it. And with its pure-play single-entity model, it's bringing real-time decision-making to even the most complex banking scenarios".*



AGENTNEXT is set to revolutionize every corner of the financial services landscape. It's not just automating tasks - it's supercharging human potential. Some of the key ready to deploy AI AGENTS include -

Sales AI Agents - Meeting Agent, Lead Generation & Qualification, Personalized Financial Advisors, Lead Nurturing, Cross Sell Agent, Sales Coach and more.

Service AI Agents- Customer Support Agent, Complaint Management Agent, Status Enquiry Agent, Fraud Prevention and more.

Marketing AI Agents- Campaign creation and execution agent, Audience segmentation agent and more.

Customer Engagement AI Agents- Meeting agent, Financial coach, Relationship advisor agent and more.

Lending AI Agents - Loan Eligibility Agent, Multi-Bureau Credit Analyzer, Multi-Bank Statement & Balance Sheet Analyzer, Repayment Planner Agent and more.

Operations AI Agents - Document Processing agent, KYC Agent, Compliance Management and more.

From marketing to sales, servicing and operations, AGENTNEXT is set to revolutionize every aspect of the financial services landscape. It's not just automating tasks - it's supercharging human potential.

► **About BUSINESSNEXT**

BUSINESSNEXT is a leader in composable cloud solutions for financial services which includes CRM, Digital lending, digital servicing, risk rating, credit assessment all powered with industry specific AI. With over a million users worldwide, they're the driving force behind the AI-powered, hyper-SaaS cloud platforms that are redefining what's possible in finance. BUSINESSNEXT is spreading its vision of autonomous financial operations across the globe, with presence in APAC, EMEA & North America.

It is recognized as a leader by Forrester in financial services CRM Wave and has featured in Gartner Magic Quadrant for 11 years running. Some of its key customers in India include- RBI, SBI, HDFC bank, Axis bank, Kotak bank, Indusind bank, PNB, BOI, IOB, Ujjivan SFB, AU SFB, Unity SFB, Muthoot Finance, TATA AIA Life Insurance, SBI Life, SBI General Insurance, Bajaj Allianz Life and General, and more.

For more info-

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

For media inquiries, contact-

Ajay Joshi - 7837676197, 7814023329

ajay.joshi@businessnext.com

