



CRMNEXT recognized as the “Dream Company to Work For” by World HRD Congress 2021



Mumbai, April 10, 2021: CRMNEXT, a leading global banking and insurance digital transformation, and customer experience platform, announced that it has been recognized as the ‘Dream Company to work for’ in the Best IT Employer in Platform as a Service (PaaS) category by the Times Ascent at World HRD Congress 2021. The award is a testament to CRMNEXT’s exceptional working environment that empowers employees to push their boundaries with a holistic care and work enablement ecosystem, innovative technology stack, and continuous learning model to meet the evolving needs of its customers. Times Ascent World HRD Congress is the largest HR event in the world, with over 1870 professionals across 133 countries in attendance this year. The awards highlight outstanding business achievements in categories such as HR Technology, Workplace Innovation, and Diversity Inclusion, among others.

“**Lipika Mohanty, HR Director, CRMNEXT** said “We are truly honored that our work has been recognized by an eminent panel of jury. I would like to dedicate this award to the whole CRMNEXT family for their outstanding contribution,” “This recognition highlights the quality of our workforce empowerment capabilities and cultural diversity.”

“**Mr. Sushil Tyagi, Director, CRMNEXT** said, “This award is a testament to our obsession with employee excellence and customer needs, innovative technology stack, and continuous learning model. This is a significant milestone for us and we will continue to invest our energies in creating a highly committed workforce and delivering differentiated value to our customers.”

CRMNEXT is the preferred digital technology platform of choice for some of the largest banks and financial enterprises across the globe, for delivering intelligence-driven, multichannel customer experiences that align with their business and social objectives. Its customers include global brands like SBI, HDFC Bank, Kotak Bank, TP Bank, National Bank of Oman, Tata AIA, Max Life, SBI Life, Kotak Life etc.

➤ **About CRMNEXT**

CRMNEXT, Inc., is the leading global CRM solution provider in financial 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. It 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 financial 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

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*Note: CRMNEXT expands to BUSINESSNEXT

