



IndusInd Bank completes integration with CRMNEXT

Undertakes a generational leap in Digital Transformation aided by the agile technology platform



Mumbai/New Delhi, July 16, 2020: IndusInd Bank has announced its successful integration with CRMNEXT, the leading enterprise solution provider for banks and financial services. This integration will enable the Bank to simplify the process of customer onboarding, introduce new products, and meet customer demands by automating and customizing processes to fit modern-day financial requirements.

The CRMNEXT platform will empower IndusInd Bank with an intelligence-driven 'Customer Action Center' which will provide complete information on customers acquired from multiple sources, and make it available on a single intuitive screen. This will give the Bank a holistic view of customer relationships across product offerings, thereby enabling the Bank officials to build smarter relationship programs, and also initiate activities for faster sales and service fulfillment.

The platform will be implemented across IndusInd Bank's wide network of nearly 2000 branches, call centers and processing units for sales and service operations. It will also integrate and power all digital and physical banking touch points including ATMs, WhatsApp Banking platform, Email, SMS, Mobile apps etc. as well as over 150 integration touch points including core banking, loan systems, credit card system, Aadhaar, credit bureaus among others.

“ Speaking about the integration, **Mr. Soumitra Sen, Country Head – Consumer Banking, IndusInd Bank**, said, “Technology and innovation have always been a critical focus area for the bank and that has been key towards achieving customer satisfaction. In keeping with this vision, we are delighted to integrate our banking systems with the CRMNEXT platform which will help automate and personalize processes, so that we can focus on meeting the unique needs of every customer and be even more strongly able to deliver stellar user experiences across the board.”

“ Talking about the integration, **Mr. Anil Rao, Head – Operations and Solution Delivery, IndusInd Bank**, said, “Transitioning to a high-impact digital platform has been a massive, yet seamless experience with CRMNEXT. It will help us to drive our digital strategies in an agile and scalable environment efficiently, with faster fulfillment, delivering superior customer experience. Building on the robust new customer management platform, we aim to cement our position as a digital-first bank.”

“ **Mr. Biswabrata Chakravorty, Chief Information Officer, IndusInd Bank**, said, said “The launch of the next generation CRM platform is in line with IndusInd Bank’s vision to transform to a Digital Bank focused in providing best-in-class banking services enabled through innovative use of technology. The Bank has created a digital customer experience and action platform leveraging the elasticity and resilience of the Cloud through robust API-led integration with all customer touchpoints. This platform will provide a unified view of the customer across the lifecycle by incorporating the principle of a golden customer profile from lead/prospect to after-sale service. This platform will be accessed by all customer-facing channels and staff, making it challenging from a design point of view. IndusInd Bank has leveraged a partnership with industry-leading platforms like CRM Next, VMWare, and Amazon to deliver on this ask and architected it for a seamless client experience.”

“**Mr. Sushil Tyagi, Director, CRMNEXT**, said, “With the increasing influence of digital in customers’ everyday lives, it’s critical for banking institutions to deliver a delightful and consistent digital experience. CRMNEXT is the leader in digital customer experience platforms for banks with an exemplary delivery track record, we are confident to further power IndusInd in its growth strategy bringing efficiencies with large-scale optimization and smart automation.”

Appended below, are some of the benefits of the integration with CRMNEXT:

- The integration will enable the Bank to anticipate customer needs well in advance, and craft personalized offerings, thereby enhancing customer loyalty
- Codeless, visual digital journey designers enable personalized sales, service offerings with significantly faster turn-around-time and lower operational costs
- Guided actions will help the teams at IndusInd Bank to curate their engagement activities and build long-term relationships with stakeholders.

► **About IndusInd Bank**

IndusInd Bank, which commenced operations in 1994, caters to the needs of both consumer and corporate customers. Its technology platform supports multi-channel delivery capabilities. As on March 31, 2020, IndusInd Bank has 1911 branches/ banking outlets and 2760 ATMs spread across 751 geographical locations of the country. The Bank also has representative offices in London, Dubai and Abu Dhabi. The Bank believes in driving its business through technology. It enjoys clearing bank status for both major stock exchanges – BSE and NSE – and major commodity exchanges in the country, including MCX, NCDEX and NMCE. IndusInd Bank was included in the NIFTY 50 benchmark index on April 1, 2013.

Ratings:

Domestic Ratings

CRISIL AA + for Infra Bonds program

CRISIL AA for Additional Tier I Bonds program

CRISIL A1+ for certificate of deposit program

IND AA+ for Senior bonds program by India Ratings and Research

IND AA for Additional Tier I Bonds program by India Ratings and Research

IND A1+ for Short Term Debt Instruments by India Ratings and Research

International Ratings:

Baa3 as Issuer, Bank Deposits and Senior Unsecured MTN ratings by Moody's Investors Service

P3 as Short Term Issuer Rating by Moody's Investors Service

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► **About CRMNEXT**

CRMNEXT has to its credit the largest CRM implementation in the World with clients ranging from SMEs to Fortune 500 businesses. It eliminates the artificial barriers between human and digital channels, enabling world-class, omnichannel customer interactions by creating customer journeys from digital onboarding through all aspects of assisted services on a single, unified platform. With more than a million financial service associates and a billion customers supported by the platform globally, CRMNEXT effectively recalibrates banks' potential to grow engagement, drive profitability and deliver innovation. Gartner recognizes CRMNEXT as a leading player in Sales force automation, Service Management, and Lead Management. It has set benchmarks in the CRM industry with innovations like Autobot Upgrade™, Autonomia Integration™, and Commutable Cloud™ which have brought a paradigm shift in the implementation and total cost of ownership (TCO) of CRM solutions. It is committed to making the digital journeys of its customers, simpler and more profitable through disruptive innovations.

For more information, visit www.crmnext.com

*Note: CRMNEXT expands to BUSINESSNEXT

