



RBL Bank in partnership with BUSINESSNEXT wins IBSi Global FinTech Innovation

Awarded for Most Impactful Project & Best CRM System Implementation



Delhi/Mumbai/Bengaluru, December 19, 2022: [RBL Bank](#), one of India's leading private sector banks won IBSi Global FinTech Innovation Awards 2022 in the Best CRM System Implementation and Most Impactful Project categories along with BUSINESSNEXT. BUSINESSNEXT is a composable suite of deep tech platforms – [CRMNEXT](#), [CUSTOMERNEXT](#) & [DATANEXT](#) and pre-assembled products for BFSI industry. RBL bank implemented the platform across Retail banking and Risk control units, deploying 140+ two-way Integration touchpoints covering 3000+ users, 400+ branches, and 10 million+ customers.

Aliasgar Karachiwala, Executive Vice President, IT, RBL Bank said, *"We wanted a digital platform with a single view of our processes and standardize this across all customer touchpoints. CRMNEXT enabled us to create a robust customer 360-view, a Centralized Lead Management system, a mobile application for our RMs to deliver faster service, and multiple processes to meet any regulatory changes which needed to be delivered with a go-live time of less than 3-4 weeks. The platform can be easily integrated with multiple systems and is super flexible to maintain. This transformation wouldn't have been possible without the expertise and support of the BUSINESSNEXT."*

The high-impact outcome accomplished:

- 100% Auto assignments of leads across products
- 100% Auto assignments of service requests based on multiple criteria
- 90% Reduction in average service turnaround time
- 60% Increase in first-touch resolution rates
- 30% Of service request types enabled to STPs
- 23% Reduction in avg. call handling time

Expressing delight on the occasion, **Bidhan Chaudhary, Co-founder & Director BUSINESSNEXT**, said *“We congratulate RBL Bank and its inspiring leadership for a very ambitious customer-centric vision. The Bank has implemented modern digital processes, intelligent automation, and straight-through processing to ensure an excellent experience for the customers. This award reinforces the commitment of both RBL Bank & BUSINESSNEXT teams towards continuous improvement in driving modern customer experience and delivering high-impact business performance.”*

➤ **About BUSINESSNEXT**

BUSINESSNEXT today powers 1 million+ users across 65,000 branches and call centers, managing 1 billion end customers worldwide.

BUSINESSNEXT has its USA headquarter in Raleigh, North Carolina and its international headquarter in Noida, India. It has a footprint across 5 continents and direct offices in 14 countries across the U.S.A, MEA, and APAC.

For more information,

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