

## Ujjivan Small Finance Bank goes Live with CRMNEXT

*'Assisted Bank-in- a- Box' by CRMNEXT empowers Ujjivan Small Finance Bank to successfully jumpstart its banking operations with a cutting edge digital strategy.*

**Bangalore, October 2017:** Ujjivan Small Finance Bank goes live with CRMNEXT, the World's largest Financial CRM solution. The implementation covers 13,500 users with a potential to strategically engage with Ujjivan's 4 million customers across India.

Ujjivan has developed digital customer journeys and services which are omni-channel with a quick turnaround and fulfilment process. CRMNEXT solution will also help Ujjivan SFB in call center management, document management, campaign management, reporting and analytics. With this deployment, Ujjivan became one of the first Small Finance Banks (SFBs) to be empowered with a state-of-the-art digital CRM solution.

Through the application of CRMNEXT's proven industry specific best practises, Ujjivan was able to adopt the latest CRM technology in less than six months. The deployment allows Ujjivan to streamline its back office operations and meet its strategic goals and objectives, including:

1. Faster growth with easy customer on boarding
2. Accelerating digital transformation through out of the box banking solutions for customer management, eKYC, biometric authentication, ready adaptors for credit verification etc.
3. Leverage innovative CRM technology for quick launch and scaling of operations without compromising on customer satisfaction

Commenting on the successful implementation, **Balaji Parthasarathi, CTO, Ujjivan Small Finance Bank,** said," This success was only possible due to having the right team in place, from both CRMNEXT and Ujjivan, with a strong commitment towards quick delivery and support. The new CRM platform allows Ujjivan to execute long-term scalable strategies without any hassle. The quick launch of banking operations empowers us to engage and delight at the onset itself."

**Sushil Tyagi, Director, CRMNEXT,** stated," We are excited to partner with Ujjivan in their new journey. This is a showcase implementation on how new banks can leapfrog the digital transformation journey and create a sustainable competitive advantage in terms of customer experience and relationship management. "

CRMNEXT is the world's largest financial CRM powering large banking and financial services players in India including HDFC Bank, ICICI Bank, Axis Bank, IDFC Bank, Bajaj Auto Finance, Reliance Mutual Fund, Max Life,



TATA AIA Life etc. It is also the preferred CRM of choice for newly created 'Small Finance Banks' like Equitas and AU financiers.

### **About CRMNEXT**

[CRMNEXT](#) is the world's largest provider of CRM for financial services, eliminating the artificial barriers between human and digital channels to create world-class, omnichannel customer interactions from a single, unified platform. With more than half a million bankers and half a billion customers globally, CRMNEXT goes beyond simply managing information to automating customer journeys and transforming engagement across channels. CRMNEXT transforms relationships by helping organizations innovate to grow value, trust, transparency and collaboration with customers. The platform empowers teams to achieve more with unmatched quality of service. For more information, visit [www.crmnext.com](http://www.crmnext.com).

### **About Ujjivan Small Finance Bank Limited**

Ujjivan Small Finance Bank Limited is a wholly owned subsidiary of Ujjivan Financial Services Ltd. The bank commenced operations as a Small Finance Bank with effect from February 1, 2017 post transfer of business undertaking by Ujjivan Financial Services Ltd. The Reserve Bank has issued a licence to the bank under Section 22 (1) of the Banking Regulation Act, 1949 to carry on the business of small finance bank in India. Ujjivan Small Finance Bank Ltd. is also included in the Second Schedule to the Reserve Bank of India Act, 1934.