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Ujjivan Adopts new age digital banking solution to easy customer acquisition

By [Pratik Bhakta](#), ET Bureau | Updated: Aug 23, 2016, 05.43 PM IST

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MUMBAI: [Ujjivan Financial Services](#) which recently received an approval from the [Reserve Bank of India](#) (RBI) to set up a 'Small Finance' bank (SFB), has adopted CRMNEXT's integrated 'Assisted Bank-in-a-Box Edition' thereby commencing implementation of a new-age digital banking solution by. Designed to empower SFBs to achieve faster growth with sustained innovation, this solution eases the process of customer on-boarding, introducing new products and meeting customer demands by automating and customizing processes to fit the modern-day financial requirements.

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"As we get set to launch our banking operations, customer engagement and satisfaction is our top priority. And we wanted to take-off quickly. We chose CRMNEXT's Assisted Bank-in-a-Box solution because of synergies in the product's offerings and our vision. Ujjivan will be focusing highly on mobility solutions and will implement mobile technology using mobiles and handheld devices to reach the rural customers," said [Ittira Davis](#), COO & Head of Transition, Ujjivan Financial Services

CRMNEXT's Assisted Bank-in-a-Box solution is a first of its kind, which is designed to provide out-of-box solutions for all customer management needs including inquiry to sales management, eKYC, biometric integration, ready adaptors for CIBIL, Aadhar, PAN verifications etc. You can also create customized relationship programs, integrated customer service processes including call centre management, document management, campaign management, reporting and analytics. It also enables to create an omni-channel platform to deliver smooth Do-it-Yourself customer journeys during sales fulfilment and customer servicing.

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