

Press Release

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ICICI Bank and CRMNEXT awarded Best CRM Project for 2017 in The Asian Banker Technology Innovation Awards 2017

- **ICICI's comprehensive sales customer relationship management platform provides a 360-degree customer view, tracking engagement across channels and devices.**
- **The system enabled the bank to successfully execute targeted cross-sell capabilities improving lead conversion by 35%**
- **New platform significantly improved customer profitability ratio and efficiency in sales**

Singapore, June 9th 2017- ICICI Bank and its technology partner CRMNEXT received the award for **Best CRM Project** for 2017 in The Asian Banker Technology Innovation Awards 2017. The award ceremony was held in conjunction with the prestigious Asian Banker Summit 2017, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, held at the MAX Atria@Singapore EXPO, Singapore.

ICICI's comprehensive sales customer relationship management platform provides a 360-degree customer view, tracking engagement across channels and devices.

ICICI's sales customer relationship management (CRM) project is a comprehensive implementation covering processes in retail banking across prospect and customer service, campaign management, sales and performance management. The implementation ensured that the CRM platform will be accessible across all channels and devices inclusive of branch, web and mobile. It provides a 360-degree view of customers and tracks all engagement, leads, and triggers, analyse, and use it to enhance customer relationship.

The system enabled the bank to successfully execute targeted cross-sell capabilities improving lead conversion by 35%

The bank integrated this system with location based demographics to develop and deploy targeted campaigns, improved insights, along with shared campaigns translating to more cross-selling opportunities with higher conversion rates. The bank witnessed a 35% increase in lead conversion rate and a 170% increase in lead volumes following the implementation. Project also resulted in a 50% increase in cross-sell ratio and a 60% increase in sales per employee.

New platform significantly improved customer profitability ratio and efficiency in sales

ICICI's CRM deployment brings significant operational benefits to the banks with notable increase in its customer profitability ratio and customer satisfaction. It improved the

efficiency, reducing the turnaround time by 75% and the sales cycle time by 90% after this project.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Manila, Hong Kong, Beijing, and Dubai, as well as representatives in London, New York, and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

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