

HDFC Bank selects Backbase to upgrade its digital banking experiences

After a competitive evaluation process, Backbase has been selected to deliver HDFC Bank's new digital omni-channel banking platform and mobile apps in India

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SUMMARY

HDFC Bank Ltd., one of India's premier banks, providing innovative products and smart banking solutions to over 37 million customers across India, has selected Backbase, the omni-channel digital banking market leader, to deliver its new digital omni-channel banking platform, running both its online and mobile banking apps.

Backbase will play a key role in delivering HDFC Bank's next generation of banking architecture. Thus platforms like the mobile banking app, digital banking portal, and web site will run on the Backbase platform.

The first phase will be re-architecting HDFC Bank's technology stack with a true omni-channel platform approach. Backbase will combine HFDC Bank's existing core banking and back-end applications with its modern digital banking platform that orchestrates the digital banking journey of the customer across multiple touchpoints. At the same time - by utilising Backbase's experience manager capabilities - the non-technical digital business teams within the bank will be able to create new products and efficiently run cross - and upsell sales campaigns - all without any IT support.

"We see a strong momentum for digital transformation projects in emerging markets - and with HDFC Bank, Backbase has built its reputation and marked its footprint in the Indian banking landscape when it comes to next generation banking," said Jouk Pleiter, CEO and Co-Founder of Backbase, "HDFC Bank has a very strong track record in leveraging technology to make their business highly competitive. In that context we're very excited to partner with HDFC Bank to bring their retail digital banking operations to the next level, and strengthen their digital presence in India by supporting their customers with a true omni-channel banking platform and a seamless customer experience".



QUOTES

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“Our digital banking objective is to provide our customers enhanced experience across all technology and digital touch points. Our efforts have been to introduce innovative products and services catering to different customer segment, keeping in mind security and convenience. We believe this new omni-channel banking platform, and mobile app developed by Backbase, will contribute to reinforce the Bank’s position as the leader in retail banking in India.”

— Nitin Chugh, Country Head, Digital Banking at HDFC Bank

SPOKESPEOPLE



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ABOUT BACKBASE

Backbase is the maker of Backbase CXP, the award-winning customer experience platform that helps enterprises create, manage, and optimize digital experiences across any device. Backbase CXP offers a new, omni-channel presentation layer, that unifies data and functionality from existing business applications and IT systems into a seamless customer journey.

Alongside Backbase CXP, Backbase has developed Backbase DBP; the omni-channel digital banking platform optimized for retail banking, commercial banking, and wealth management specific scenarios. Similarly, Backbase for insurers is a digital insurance solution that focuses on customer enrollment and self-service scenarios.

With Backbase you can deliver personal, relevant experiences to customers on every device, in any context. Backbase gives enterprises the tools and functionality they need to transform their tired and siloed business applications into engaging customer experiences, holistically orchestrated and managed from a single digital customer interaction platform. Backbase’s widget-based architecture provides the flexibility and agility enterprises need to create modern experiences that truly empower your customers and strengthen your digital business operations.

Industry analysts Gartner, Forrester and Ovum recognize Backbase as a leader in terms of customer experience management and omni-channel delivery capabilities. Backbase is among the most innovative vendors in the market and offers unparalleled speed of implementation and time to value. Additionally, Backbase empowers

digital channel owners to quickly change and optimize the digital experience. This means a faster time-to-market for edits or updates, lower costs, and more flexibility to optimize across all online channels without the need for IT support.

Backbase's unique approach enables enterprises to drive self-service, fuel online revenues and turn their online presence into a full-service customer experience platform. Global organizations such as ABN AMRO Bank, Al Rajhi Bank, Barclays, Fidelity, GE, Hapoalim, Hiscox, ING, Legal & General, Nationwide, Nordstrom, OTP Bank, PostFinance, PZU, Sberbank, and SwissCard have all improved their online customer interactions and maximized online customer experience, retention and conversion, by leveraging Backbase's technology.

Backbase was founded in 2003 and is privately funded with operations in New York, Atlanta, Amsterdam, and London.



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