

RHB Bank goes live with BUSINESSNEXT, to advance customer experience for new-age banking

Rollout unifies customer engagement across branches, contact centers, retail, wealth, and SME banking, supporting more than 2,800 users across the Group while establishing a foundation for autonomous banking

Kuala Lumpur, October 08, 2026 - RHB Bank today announced the successful rollout of its new enterprise [Customer Relationship Management \(CRM\)](#) platform powered by BUSINESSNEXT, marking a significant milestone in the Group's efforts to strengthen customer engagement, improve service delivery and support relationship-led growth.

The rollout is one of RHB's largest customer-focused technology initiatives to date, supporting more than 2,800 users across its branch network and contact centers, with over 75 integration points spanning key customer channels including web, mobile banking, internet banking and email. The platform streamlines how customer interactions, service requests and business opportunities are managed across the Group, providing employees with a more integrated view of customer engagement activities.



"Banking has always been built on trust. As customer expectations continue to evolve, we must continue evolving the way we serve them. This enables us to spend less time navigating multiple systems and more time focusing on advisory, problem-solving and relationship-building activities. It is an important step in our commitment to delivering service excellence and advancing our goal of becoming the No. 1 bank in customer experience by 2027."

Dato' Mohd Rashid Mohamad | Group Managing Director / Group Chief Executive Officer, RHB Banking Group



"RHB Bank's move to a unified platform reflects the direction banking is heading — from connected digital experiences towards autonomous operations. By bringing customer data, teams and processes together, BUSINESSNEXT will help RHB unlock more intelligent, contextual and proactive engagement while creating a foundation for the next phase of autonomous banking."

Nishant Singh | Founder and CEO, BUSINESSNEXT

The initiative enables RHB to identify opportunities earlier, improve service recovery, strengthen relationship management and support more coordinated engagement across the customer lifecycle.

Aligned with RHB's PROGRESS27 corporate strategy, the platform strengthens the Group's Best in Service objective by equipping employees with better insights and capabilities to serve customers more effectively, while providing the scalability to harness data, analytics and intelligent automation in support of responsible and purposeful growth.