**BasisBank partners with Backbase to deliver hyper-personalized experiences to Retail & SME customers**

*Leading Georgian bank**will adopt Backbase’s Engagement Banking platform to disrupt local market by scaling up its innovation capabilities*

**Amsterdam/Tbilisi, XX February 2021:** Leading Georgian bank BasisBank announces today its partnership with banking technology provider Backbase to power its digital transformation and deliver hyper-personalized experiences to Retail and SME customers. Backbase’s world-leading Engagement Banking platform will enable BasisBank to expand its retail banking offering by providing unique mobile experiences to its customers – all while enhancing its ability to innovate at speed and scale.

BasisBank will be implementing Backbase’s Engagement Banking platform – a comprehensive suite of pre-built technology solutions allowing institutions to own and orchestrate every step of the customer journey – to create a modern, mobile-first banking experience that will enable it to tailor and personalise services for customers. Through the platform, customers will be able to seamlessly onboard within a few clicks and have access to all their banking needs in one place. Already a strong player in the corporate banking space, BasisBank expects the partnership with Backbase to facilitate a compelling, digital-first experience for retail customers, as well.

In addition to enhancing the customer experience, Backbase’s technology will help BasisBank break down business siloes and access specialized technical expertise, in turn encouraging increased digital innovation and reducing the time to market with new solutions. The modern architecture of the platform is the first step in BasisBank’s process of becoming a one-stop-shop for their customers’ financial needs.

Rati Dvaladze, Chief Operating Officer at BasisBank: *“We are confident that Backbase is the right partner to help us achieve our ambition of challenging the status quo in Georgia’s financial services industry. Customers crave a more user-friendly, intuitive, and centralized banking experience. Through Backbase, we are well-positioned to digitally innovate and provide a personalised service to our clients and, in the process, become a trusted partner in their day-to-day success.”*

Pierre-Alexandre Boulay, Head of CEE at Backbase, adds: *“We’re thrilled to be collaborating with BasisBank. We’ve seen first-hand their commitment to their customers and supporting the Georgian economy as a whole, and are excited to see how they leverage our Engagement Banking platform to accelerate their digital transformation journey and create a best-in-class banking experience for their customers.”*

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**About BasisBank**

Basisbank counts more than 27 years of successful operations in Georgia. Ranking among top 5 financial institutions in the country since 2018, Basisbank is one of the leading and fast growing commercial banks on the market. Together with its new subsidiaries, Hualing Insurance and BHL Leasing, the Bank offers entire spectrum of financial services and industry expertise to various customer segments covering large and mid-corporates, MSME, and retail clients. The Bank has a targeted footprint of 24 branches, 600 employees and integrated digital platform serving more than 131,000 clients countrywide.

Equipped with a strong loyal customer base, reinforced by a long-term partnership with international financial institutions and strong shareholder - Hualing Group, Basisbank creates a real economic value and perspectives for development to its customers, partners, employees and stakeholders.

**About Backbase**

Backbase is on a mission to transform the broken banking system, so financial institutions don’t just interact — they engage — with the people they serve.

That’s made possible with the Backbase Engagement Banking Platform — powering all lines of business on a single platform, including Retail, SME & Corporate and Wealth Management.

From digital sales to everyday banking, the platform’s entire design focuses on a seamless and captivating experience for both customers and employees.

Industry analysts Forrester, Ovum and Celent continuously recognize Backbase’s front-runner position, and over 120 large financials around the world are powered by the Backbase Engagement Banking Platform—including AIB, Barclays, Banamex, Bank of the Philippines, BNP Paribas, Bremer Bank, Islands, Citibank, Citizens Bank, CheBanca!, Discovery Bank, Greater Bank, HDFC, IDFC First, KeyBank, Lloyds Banking Group, Navy Federal Credit Union, PostFinance, RBC, Société Générale, TPBank, Vantage Bank Texas, Westpac, and Wildfire Credit Union. [www.backbase.com](http://www.backbase.com)

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