**Press Release**

**Newgen Partners with U.S.-based Glia to Enhance Banking Processes**

*Partnership to help banks further streamline account opening, lending processes for a digital-first customer experience*

*February 2, 2021*: [Newgen Software](https://bit.ly/3j6rC4B), a global provider of low code digital automation platform, announced that it has partnered with Glia—a leading provider of [Digital Customer Service](https://www.glia.com/digital-customer-service-defined) —to further enhance its banking solutions. As a part of this partnership, Newgen will integrate its online account opening and lending portals with Glia.

Glia's modern communications and collaboration platform allows customers to engage with their institutions through their channel of choice, including voice, messaging, video, or a combination of all three. Furthermore, the platform provides end-customers with real-time help in filling up forms online through screen sharing ([CoBrowsing](https://www.glia.com/cobrowsing)), decreasing the turnaround time for processing account opening or loan applications, and has been proven to increase loan revenues by 20%.

“Today’s consumers expect exceptional customer service; from account opening to completing aspects of the lending process, they want every interaction they have with their banking providers to be seamless and efficient,” said Dan Michaeli, CEO and co-founder, Glia. “This partnership with Newgen will support our broader goal of helping institutions embrace Digital Customer Service, allowing them to meet customers where they are and communicate with them however they prefer. This approach has been proven to improve efficiencies and enhance the overall customer experience.”

"Newgen’s online account opening and lending solutions help financial institutions accelerate customer acquisition, optimize costs, and reduce abandonment rates. Delivering a seamless customer onboarding is pivotal for our banking customers. Glia’s platform can be easily integrated with our connected banking platform through configuration and without any coding requirement," said Anand Raman, EVP and COO, Newgen Software Inc.

Globally, Newgen serves more than 200 financial institutions as its clients, for commercial lending, consumer lending, customer on-boarding, digital account opening, trade finance, digital, and mobile customer service requests.

**About Glia**

Glia is reinventing how businesses support their customers in a digital world. Glia's solution enriches web and mobile experiences with digital communication choices, onscreen collaboration and AI-enabled assistance. Glia has partnered with more than 150 financial institutions, insurance companies and fintech providers across the globe to improve top and bottom-line results through Digital Customer Service. The company has won numerous awards for its innovation—most recently recognized by Gartner as a *Cool Vendor* for 2020. Visit glia.com to learn more.

**About Newgen Software Technologies Limited**

Newgen is a leading provider of low code digital automation platform. Globally, successful financial institutions, insurance, government, and shared services organizations rely on Newgen's industry-recognized products and applications—to manage their processes (BPM), content (ECM), and communications (CCM)—for connected operations. From customer onboarding to service requests, from loans and deposits to underwriting, and many more, Newgen's industry applications transform business-critical operations with agility. Newgen’s cloud-based platform enables digital transformation initiatives for superior customer experience, optimized costs, and improved efficiencies.

**For more details, visit** [www.newgensoft.com](http://www.newgensoft.com)