

HDFC Bank wins IDC Insights Awards

December 10, 2015

HDFC Bank has won IDC Insights Award 2015 for Excellence in Customer Experience in the BFSI category. The award recognizes the impact of a technology program on customer experience and associated customer relationships. The award was received by Ms. Zenita Ichhaporia, Vice President - IT, who has been involved in setting up HDFC Bank's Customer Relationship Management (CRM) and Digital Acquisition Platform (DAP).



Ms. Zenita receiving IDC Insights Award

HDFC Bank's Head of Digital Banking, Mr. Nitin Chugh won Digital Business Leader of the year award at the IDC Insights Award 2015.



Mr. Nitin Chugh receiving the award

The IDC Insights Awards recognize excellence in technology programmes, especially where they have a measurable and transformational impact on business outcomes. Instituted globally by IDC, an international market research firm, the IDC insights Awards are strictly neutral in spirit and governed by an international jury of senior IDC research leaders. Award winners are chosen after going through a rigorous and comprehensive evaluation process.