

The agreement has been signed in San Francisco at Dreamforce, the world's largest software conference, which is hosted annually by Salesforce, the global leader in CRM

CaixaBank and Salesforce join forces to drive forward the digital transformation of banking services

- ***Both organisations will study how technological innovation allows for a better understanding of customers' needs and CaixaBank will implement cutting-edge CRM technologies to enable employees to provide the best possible user experience to customers***
- ***The financial institution will join the “Salesforce Financial Services Cloud Design Partner Program,” in order to experiment with new ways of getting to know and approaching banking customers***
- ***The agreement also establishes Salesforce’s participation with the “la Caixa” Banking Foundation, which offers aid programmes to disadvantaged groups to support access to the labour market.***

San Francisco, 21 November 2019

CaixaBank and Salesforce, the global leader in Customer Relationship Management (CRM), have reached an agreement for the joint development of technological innovation for financial services. **Keith Block**, the co-CEO of Salesforce, met **Jordi Nicolau**, Executive President of CaixaBank Digital Business, and **Pere Nebot**, Chief Information Officer (CIO) of CaixaBank, to sign the alliance between both organisations at a meeting held in San Francisco at Dreamforce, the world's largest software conference, which is expected to host over 170,000 attendees.

The financial institution and the global leader in CRM commit to join forces to develop innovation projects to apply cutting-edge CRM technologies to the digital transformation of banking services. The joint work between CaixaBank and Salesforce will enable the better understanding of customers, a more efficient information architecture and further customisation of the service. Moreover, CaixaBank employees will be able to use innovative tools to respond to customers' needs and contribute to improving the user experience, a key objective of CaixaBank's 2019-2020 Strategic Plan.

Similarly, the agreement establishes the inclusion of CaixaBank in the “Salesforce Financial Services Cloud Design Partner Program,” an international R&D programme run by Salesforce and comprising a small group of global banks which, together with the team at Salesforce, are experimenting with new ways of approaching customers.

CaixaBank and Salesforce's partnership will also include Salesforce's participation in the "la Caixa" Banking Foundation, which offers aid programmes for disadvantaged groups with difficulties integrating in the labour market.

CaixaBank, an international leader in digital transformation and innovation

CaixaBank is the leading financial group in retail banking in Spain and one of the most important in Portugal. It has 15.6 million customers in the Iberian market and boasts the peninsula's leading business network.

Technology and digitisation are key in the company's business model, which has the largest base of digital customers in Spain (6.3 million). Thanks to this strategy, CaixaBank has become one of the highest-rated banks in the world based on the quality of its digital products and services. In 2019, the company was recognised as the Best Bank Transformation in Western Europe by the magazine Euromoney and the Most Innovative Bank in Western Europe by US magazine Global Finance. In addition, the development of one of the world's first ATMs that allow users to withdraw cash through facial recognition and without having to enter their PIN, has been acknowledged as one of the 2019 Technological Projects of the Year at the Tech Project Awards by the magazine The Banker.

CaixaBank has a strong data infrastructure. The company's data pool stores more than 900 terabytes of information and is able to handle over 14,000 transactions per second during peak hours. Furthermore, the team of data scientists from CaixaBank Business Intelligence, have enabled the company to become a leader in the application of predictive models based on machine learning, artificial intelligence and big data techniques.

For further information: <http://www.caixabank.com>