

First Abu Dhabi Bank enhances customer experience with VeriTouch CRM for Banking

First bank in UAE to go live with Dynamics 365 on cloud

40% less time to process a service request

240+ automated SR types to reduce TAT



350+ liability & clearance letters automatically completed with RPA every day

150K+ calls handled each month

38K+ service requests handled each month

PROJECT GOALS

- ▶ Single version of truth: Eliminate customer data silos
- ▶ Consistent client experiences: Seamless end-to-end customer journeys
- ▶ Automation and straight-through processing: Efficient service request handling
- ▶ Streamlined complaint resolution: Integration with the call center

RETAIL BANKING



*"Teamwork is the cornerstone of progress, and our team has proven this through their exceptional work in implementing the advanced cloud-based CRM system along with Microsoft & VeriPark. Their dedication, synergy, and partnership have enabled us to **revolutionize how we serve our customers and drive our bank's growth.**"*

Suhail Bin Tarraf, Group Chief Operations Officer at First Abu Dhabi Bank

SOLUTION

VeriTouch - Customer Engagement (CRM) for Banking

- Single View of Customer
- Complaints & Service Requests
- Master Data Management
- Sales & Prospect Management
- Campaign Management

Microsoft Dynamics 365

VeriChannel Transaction Framework

VeriLink