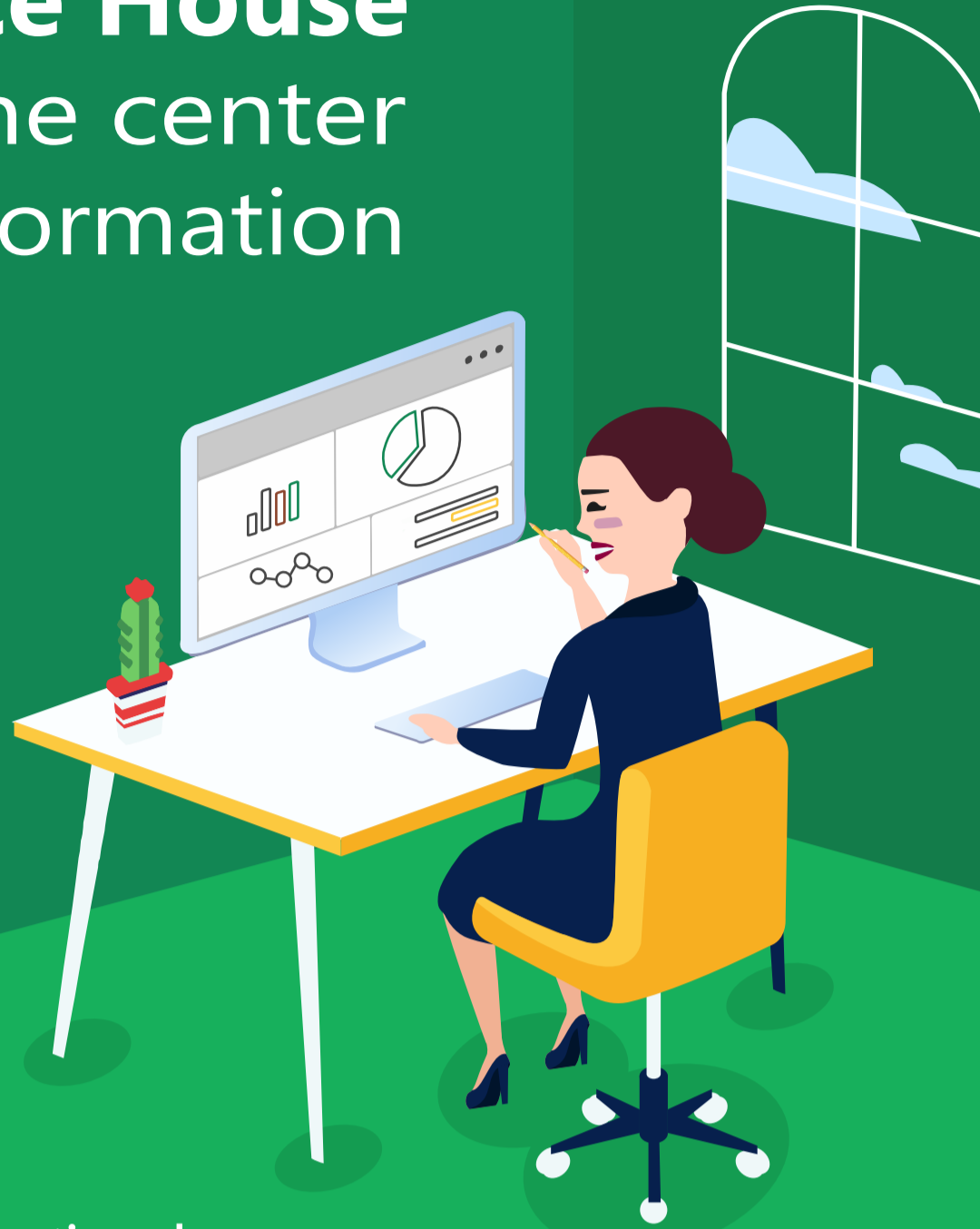


Kuwait Finance House puts CRM at the center of digital transformation



360° view
of the customer



1 day ↓

Instead of **17** days for complaint resolution



Customer retention levels increased ↗



CRM sales contribution share from **1%** to **20%** ↑



Call response rate improved significantly ↗

BUSINESS CHALLENGES

- ▶ Delivering outstanding customer experiences across all channels
- ▶ Improving customer retention and issue resolution
- ▶ Handling customer complaints more effectively
- ▶ Improving call response rate



RETAIL BANKING
1,750,000+ CUSTOMERS

Following the **VeriTouch** implementation, KFH has become much better at measuring the return on investment in sales efforts. The CRM sales contribution share has significantly increased, showing how central the CRM system is to the entire customer journey, from **lead generation** and **sales** to **customer service** and **retention**.

SOLUTION

Single View of the Customer	Complaints & Service Requests	Sales Management
Marketing & Campaigns	Retention & Loyalty	Contact Center
VeriTouch		