



## First Abu Dhabi Bank

enhances customer experience with VeriTouch CRM for Banking



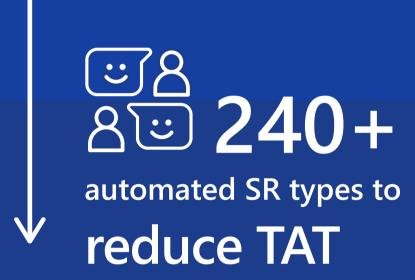
40% less time

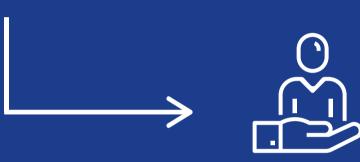
to process a service request



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







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





"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