



National Bank of Kuwait Goes Live with VeriPark-built New Corporate Banking CRM Solution

February 6, 2024 – National Bank of Kuwait (NBK) has teamed up with VeriPark, a leading global banking solutions provider, to enhance the corporate banking experience for its customers. As Kuwait's largest financial institution, NBK operates 68 branches within Kuwait and a total of 143 branches worldwide.

Recognizing the need for a customer engagement CRM solution on top of an enterprise data warehouse, NBK embarked on a journey to enhance lead generation, customer retention, and revenue generation in the Corporate Banking space. NBK's primary objective was leveraging existing customer information to improve retention. VeriTouch, with features like Account Planning & Call Reports, aligned seamlessly with NBK's goals.

Opting for Dynamics 365 + VeriTouch as their unified frontend platform, NBK now benefits from a comprehensive suite of tools including Customer Profile Management, 360 Single View of Corporate Customer, Sales & Prospect Management, and Customer Retention solutions. Both Dynamics 365 and VeriPark bring pre-developed solutions to common challenges faced by financial services companies.

VeriTouch's no-code development environment and its seamless integration with existing enterprise data warehouses played pivotal roles in securing this transformative partnership. This robust solution now serves as the platform empowering NBK to sell, serve, and address the diverse needs of corporate customers, marking a significant leap forward in their digital journey.

"Empowering financial institutions with innovative solutions is at the core of VeriPark's mission. Collaborating with National Bank of Kuwait, we are thrilled to provide a cutting-edge Corporate Banking CRM Solution that not only elevates customer experiences but also reinforces NBK's position as a leader in the industry. Our commitment to seamless integration, no-code development, and addressing unique banking challenges underscores the transformative power of our partnership" says Ozkan Erener, CEO, VeriPark.

About NK Group (<https://www.nbk.com/>)

NBK Group was founded with the vision to create a bank that inspires trust and confidence across Kuwait and the world. Our history speaks to our rootedness in the region and our ability to provide for our customers' needs. NBK is guided by the seasoned NBK Board of Directors, who bring their wide-ranging knowledge and experience to making authoritative and strategic decisions for the bank. Each year, our chairman's message covers important topic in national, regional and international banking, providing a compass towards the future of banking. The awards that NBK has received over the years illustrate our standing within our regional and international network. NBK Group has developed its corporate governance framework to the highest standards defined by leading professional bodies and international regulatory authorities.

About VeriPark (<https://www.veripark.com>)

VeriPark is a global solutions provider enabling financial institutions to become digital leaders with its Intelligent Customer Experience suite. With its main offices located in United States, United Kingdom, Europe, Asia, Africa and the Middle East, VeriPark is helping businesses to enhance their customer acquisition, retention and cross-sell capabilities by providing proven, secure and scalable Customer Relationship Management, Omni-Channel Delivery, Branch Automation, Loan Origination and Next Best Action solutions. VeriPark works collaboratively with clients to develop innovative technology strategies and solutions, which touch millions of people every day, and bring the promise of digital transformation to life.



For Additional Information:

About VeriPark: Visit <https://www.veripark.com> or get in touch via info@veripark.com

Press Contact VeriPark

Catherine Vanmarsenille, Marketing Director
Catherine.vanmarsenille@veripark.com

Banu Adiyaman-Caliskan, Sr. Content Marketing Specialist
banu.adiyaman@veripark.com