



Fueling 380% transaction growth with seamless digital channels for a leading bank in the Middle East

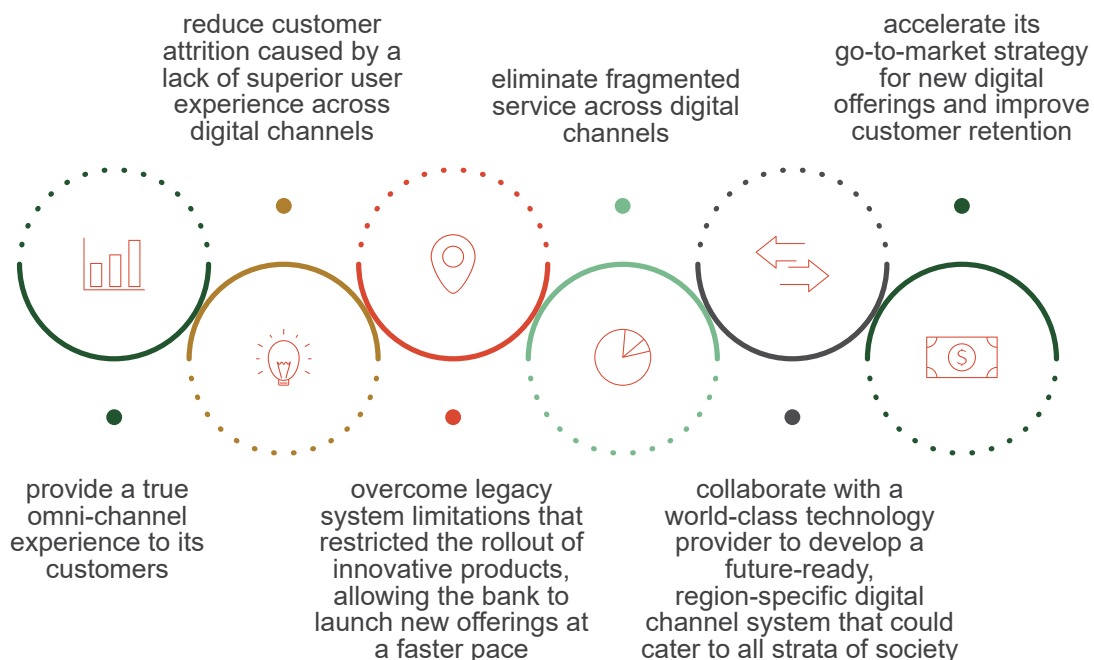
Qatar, Middle East | eMACH.ai Digital Engagement Platform

Client overview

A prominent commercial bank in the Middle East provides full services to most segments such as individuals, small businesses, and large corporations, cutting across the liability business as well as trade and international banking. The bank embarked on a digital transformation journey to deliver a truly omni-channel banking experience and drive innovation in customer engagement.

Challenges

The bank faced multiple hurdles in scaling its digital services. It wanted to:



Solution

The bank deployed the **eMACH.ai Digital Engagement Platform (DEP)** to overcome its channel limitations and enable seamless, modern digital banking experiences. Key features implemented included:



Outcome

- Greater process efficiency and customer centricity, thereby helping diversify the delivery channels.
- Superior customer experience delivered through state of the art internet and mobile banking channels
- Customer self on-boarding functionality with E-KYC feature offered
- The following features are enabled by the new channels
 - Account services – deposits and loans
 - Transfers and bill payments
 - Western Union & Xpress Money
 - Credit, Debit and Prepaid Cards

Metrics at a glance

