



**BUSINESS
NEXT**

Customer Success Story ABU DHABI ISLAMIC BANK (ADIB)

Driving digital transformation and accelerating growth through a unified customer experience platform

IMPLEMENTATION HIGHLIGHTS

Retail Banking

1200+
Users

30,000+
User
concurrency

5.6 Million+
Total
Holdings

80+
Branches

1.1. Million+
Customers

6000+
Service types

50+
Realtime APIs

70+
Integration
Jobs

LoBs

Wealth Management, Takaful (Life & Non Life), Private Banking

Corporate Banking

200+
Users

160K+
Relationship
Activities

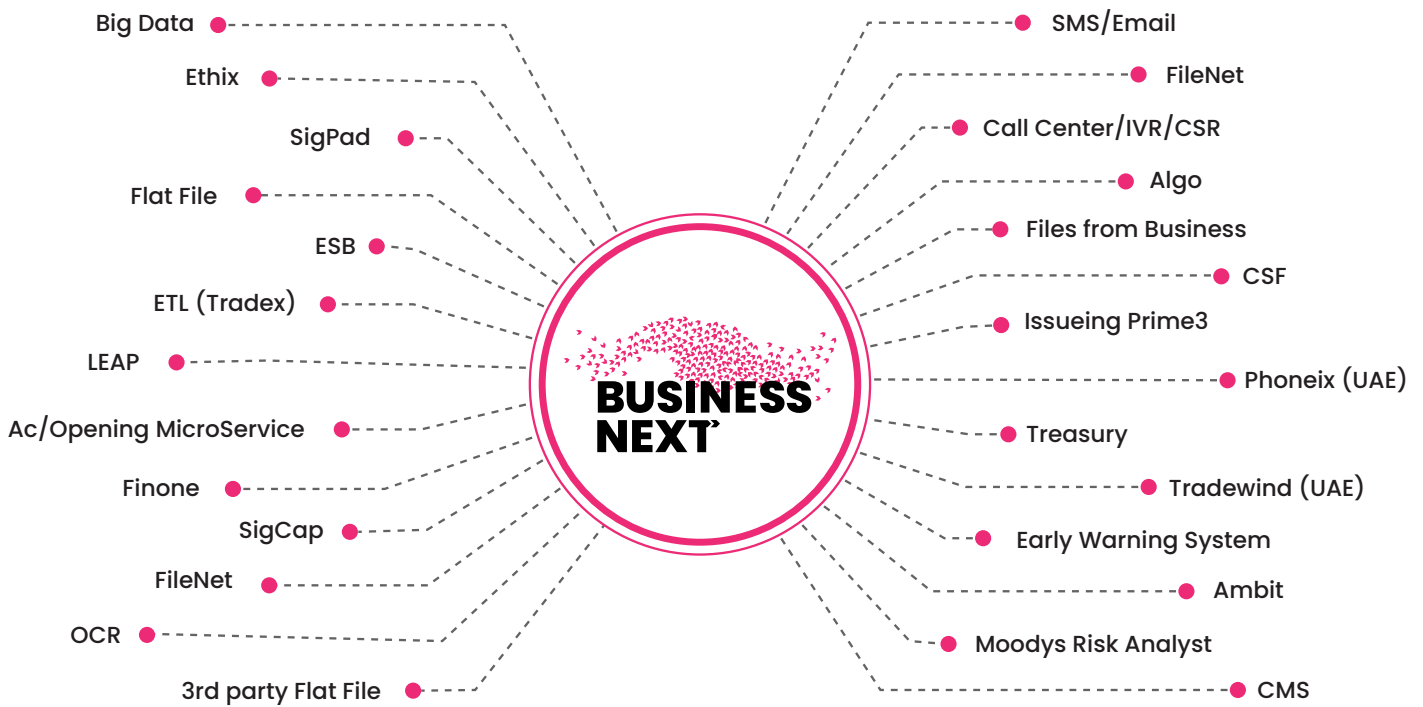
15+
Integrations via
ESB, CDP

100K+
Customers

LoBs

Whole Sale Banking, Business to Business, FI/Trade Division, Securities, Property Management (MPM)

INTEGRATED SYSTEMS



SOLUTIONS, DELIVERED

Retail Banking

Instant Account Opening

- Integrated digital journeys for customers to open accounts from anywhere, at any time.
- Over 70+ out-of-the-box fintech connectors, such as National IDs, AML, and Core Banking, provides faster and seamless activation, onboarding with complete regulatory compliance and 100% digital documentation.
- The platform utilizes eKYC to cost-effectively scale customer acquisition, elevate customer experience, and increase account open rates

Intelligent Prospect & Customer 360

- Holistic 360 degree view that includes real-time static, transactional and analytical information with seamless
- integration with core and multiple banking systems
- Rich and actionable intelligence through 180+ integration touch points from multiple sources

Effective Sales Automation

- Smart visual process designers create and deploy end-to-end journeys ranging from lead creation to fulfillment across multiple LoBs like wealth management, Takaful (Life & Non Life), Account Opening, Private Banking
- 100% auto-routing of leads through intelligent logic, including lead scoring, qualification, nurture, augmentation, and distribution processes based on criteria such as estimated value and more.
- Faster sales cycles through guided coaching, next best actions and advanced playbooks

Modern Service

- Hyper automation with drag-and-drop visual journey designers for creating complex, parallel service processes with instant fulfillment capability across channels & touchpoints.
- Handling 6000+ service categories.
- Seamless integrations with 70+ integration

touchpoints incl. Risk Analyst Platforms, Early Warning System (EWS), Card Management, Transaction Management, Document Management, and more.

Smart analytics, reports & insightful dashboards

- Delivering 100+ drill down, multi-axis, out-of-box and customizable reports depending on

Corporate Banking

Account and Group 360

- Unified customer data platform provides users with a comprehensive, real-time view of corporate customers, enabling a deeper understanding of customer needs and preferences.
- The Group 360 feature offers a hierarchical grouping of corporate customers, including their subsidiaries, partners, vendors, and counterparties across different regions, providing a more holistic view of the entire corporate structure.

Higher deal volumes with automated credit approvals and increasing engagement activities

- The platform built multi-step lead qualification cadences and gave prescriptive recommendations for next best actions that include the best time and channel to connect, for each opportunity stage
- It uses advanced playbook designers that automate the next engagement steps using emails, phone or in-person visits
- Smart business rules powers automated credit approvals.

Modern Service for Corporates

- The bank leverages the power of 7 layers of proprietary AI driven journey and process designers to create agile and adaptive service processes across segments - Whole Sale Banking, Business to Business, FI/Trade Division, Securities, Property Management (MPM)
- Users can design intelligent and change ready processes and screens to handle complex workflows, assignment rules and categories of queries, requests or complaints

roles and geographies

- Reports are sent in all formats incl.html, text, pdf with data and graphs to a user's email inbox
- Includes sales reports, service reports, role-based dashboards, summary pages and more

Target planning (KPI) models

- Catalyst Performance Modeler assists users in setting targets based on roles, products, time period, channels, revenue, quantity and conversion rates etc.
- Sales Teams can achieve targets by auto calculating the required number of leads, campaigns, interactions and conversions on daily basis

Marketing Automation

- Smart drag-and-drop campaign designer that enables the creation of effective marketing campaigns in a user-friendly way, saving time and effort while ensuring that campaigns are engaging and targeted.
- The prospecting feature allows banks to identify and attract potential customers through various channels such as social media, email, and advertising, enabling the collection of relevant data and segmentation of target audiences to create personalized campaigns and offers.
- Outbound calling feature allows bankers to reach out to prospects and customers, enabling personalized conversations to follow up on leads generated from marketing campaigns.

Customizable reports and dashboards

- Users can now get 120+ out of box reports or design custom tabular and matrix reports through the UI Report designer in a few clicks
- Dashboards can be customized as needed
- Users can auto-generate, schedule and trigger personalized reports based on roles and permissions via emails from a single report