

Press Release

FOR IMMEDIATE RELEASE

Ahli Bank Qatar and IT Partner Intellect Design Arena win Best Multi Channel Management Project in the Middle East Award for 2015

- **Ahli Bank Qatar and Intellect Design Arena were awarded the Best Multi Channel Management Project Award for implementing a multi-channel solution to provide a unified experience across channels.**
- **The system's active customer base grew by 170% and financial transaction volumes increased by 380% in one year.**
- **The project reduced operation costs and turnaround time, while enhancing CVP and staff efficiency**

Dubai, May 27th 2015 - Ahli Bank Qatar and its technology partner Intellect Design Arena won the award for Best Multi Channel Management Project in the Middle East for the year 2014 at The Asian Banker's 2nd Annual Middle East and Africa Awards Ceremony. The ceremony was held at the Ritz Carlton, DIFC, Dubai on May 27th 2015.

Ahli Bank Qatar worked with Intellect Design Arena to implement a new IT system on separation from its parent group, using technology to improve operational efficiency and customer service. Intellect Design Arena provided a multi-channel solution to give a unified experience across channels, saving support and maintenance costs.

The system's active customer base grew by 170% and financial transaction volumes increased by 380% in one year. This phenomenal performance is credited to excellent customer experience through improvised UI and standardised business policies and rules. The multi-channel system provides a single unified view of the customer's many relationships with the bank, while being highly flexible for customization and robust security features.

The project reduced operational costs and turnaround time while enhancing CVP and staff efficiency. Many operations including customer self-registration, payments and transfers, remittances and cheque book requests that were previously unavailable online were made available, saving staff time and processing times. Operational efficiency and cash management through secured banking was enhanced for corporate customers.

Award-winning banks attended the gala event that recognises their efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

The awards programme is designed to identify emerging best practices as well as to identify implementation goals and challenges from which other banks and vendors can learn. It is also designed to populate The Asian Banker's vendor selection programme with benchmarks and realistic goals that other banks taking the same path can set themselves. This program uses the same criteria and stringent evaluation process as The Asian Banker Technology

Implementation Awards presented during our annual Summit and focuses solely on the achievements in the Middle East & Africa banking industry. Winners are selected by a panel of advisors, industry leaders, practitioners, and academics, based on in-depth submissions that exhibit new concepts, new technologies, and creative thinking.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong, Beijing and Dubai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

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