

Press Release

Embargoed for 25th April 2018

Bank Muscat and SAS awarded the Best Data Analytics Initiative, Application or Programme in the Middle East at The Asian Banker Middle East and Africa Awards Programme 2018

- **Bank Muscat engaged SAS to implement a customer relationship management channel integration for the growing business demands**
- **The bank's implementation of the system allowed for greater customer scalability, which improved profitability**
- **The bank's real time data flow helped improve cross sell**

Dubai, UAE April 25th 2018– Bank Muscat and SAS received the award for **Best Data Analytics Initiative, Application or Programme in the Middle East** for 2018 at The Asian Banker Middle East and Africa Awards Programme. The awards ceremony was held in conjunction with The Future of Finance, Middle East & Africa, an annual gathering for decision makers in the financial services industry held at Conrad Hotel, Dubai on April 25th 2018.

Bank Muscat engaged SAS to implement customer relationship management (CRM) channel integration for the growing business demands

The bank integrated all the customer data touch points with the SAS Marketing automation analytics engine to analyse the customer behaviour in cross-sell offers, digital offers & promotions. This involves multichannel integration including mobile banking, internet banking, automated teller machine (ATM), cash deposit machine, SMS and emails.

The bank's implementation of the system allowed for greater customer scalability, thus improving profitability

The implementation generated daily sales leads based upon customer transactions and increased the scalability of customer reach by integrating CRM system with eChannels. The increase in customer reach through scalable solution implementation is enabling the bank to increase the cross sell revenue as well.

The bank's real time data flow helped improve cross sell

The project improved operational efficiencies, doubled the lead conversion, and enhanced real time access to customer data, enabling personalised product offering for higher cross sell. It also allowed the analytics system to act on real time data such as customer transactions, eChannel login, and branch to generate relevant cross sell offer for the sales team. Real time data was also used to generate trigger based events/alerts for other business teams to act accordingly.

EMBARGOED

The information in this letter is STRICTLY embargoed from any form of media coverage until 25 April 2018

The Asian Banker Middle East and Africa Awards Programme is refereed by prominent global bankers, IT consultants and academics, and is the most prestigious of its kind in West Africa. Recipients of these awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and comprehensive evaluation process determines the awardees.

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, Manila, 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

For further information on the collaterals for winning banks, please contact:

Ms. Neeti Aggarwal

The Asian Banker

Email: naggarwal@theasianbanker.com