

Press Release

Embargoed for 25th April 2018

Emirates NBD and Nuance awarded Best AI Initiative Application or Programme in Middle East at The Asian Banker Middle East and Africa Awards Programme 2018

- **The bank successfully implemented a voice-based virtual banking assistant application in its call centres for an automated resolution of customer queries**
- **The initiative resulted in higher customer satisfaction**
- **Average handling time per call was reduced with high accuracy in managing calls**

Dubai, UAE April 25th 2018– Emirates NBD and Nuance received the **Best AI Initiative Application or Programme in Middle East Award** 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 the Conrad Hotel, Dubai on April 25th 2018.

This bank implemented a voice-based virtual banking assistant application in its call centres for an automated resolution of customer queries

The bank launched a virtual assistant on phone banking to intelligently navigate the customers. The journey inside the e-channels is guided by simple voice commands without the need of frequent button press and long menu hearing. Moreover, customers are presented automated resolutions or are transferred to the right skilled agent. The virtual assistant can also understand English and Arabic languages.

The initiative resulted in higher customer satisfaction

The assistant exhibits a large query database and an intelligent routing at one go leading to notable time savings. Even though the whole project was designed in months, this innovative feature resulted in higher customer satisfaction, handling around 500,000 calls every month, with reduction as much as 12% in terms of customer calls to agent and 11% in abandoned calls.

Average handling time per call was reduced with high accuracy in managing calls

The bank streamlined its process and delivered tangible results with high accuracy. It successfully managed to reduce the time taken by customer calls by 50%, with 90% accuracy across both covered languages.

The Asian Banker Middle East and Africa Country Awards Programme, refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in the region. 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 company is headquartered in Singapore, with offices in Manila, 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

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

Ms. Neeti Aggarwal

The Asian Banker

Email: naggarwal@theasianbanker.com