

Press Release

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## **Emirates NBD wins Best Automobile Lending Business award for 2015**

- **LEAN approach to process engineering gave Emirates NBD 70% improved turnaround time**
- **Efficient dealer relationship management established the bank's 50% market penetration levels with dealers increasing volumes by up to 100%**
- **The bank delivered an 18% market share value to stakeholders**

**Singapore, March 19<sup>th</sup> 2015**—Emirates NBD won the **Best Automobile Lending Business** award for 2015. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2014 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Capella on March 19<sup>th</sup> 2015.

### **LEAN approach to process engineering gave Emirates NBD 70% improved turnaround time**

In a highly saturated market, Emirates NBD differentiated itself by achieving customer satisfaction through a competitive turnaround time. Its enhanced process attracted new customers that have greatly boosted the bank's market share in the Middle East region where auto loans are mostly sold on pricing.

In order to meet the requirement for a faster turnaround, Emirates NBD completely transformed its auto loan product between 2011 and 2012. Through process engineering where the bank reviewed and revamped all existing process flows using a LEAN approach, Emirates NBD was able to improve turnaround time by up to 70%.

### **Efficient dealer relationship management established the bank's 50% market penetration levels with dealers increasing volumes by up to 100%**

With most business originating from dealerships, the bank focussed on dealer relationship management and handled them with a centralised team. It became one of only banks in the region to a dedicated dealer loyalty programme, STAR TRACK', which resulted in greater dealer engagement.

As dealers participated with greater dedication, they were able to earn multiple awards based on their sales volume, YoY growth and portfolio quality with the bank. Thanks to "STAR TRACK", Emirates NBD saw dealers increase volumes up by 100% YoY, with the bank's overall sales penetration increasing up to the 50%-levels.

### **The bank delivered an 18% market share value to stakeholders**

Apart from product and process innovation, Emirates NBD aimed to further improve offers for customers and carried out comprehensive campaigns to offer them exclusive deals with premium brands.

Through all key parameters, the bank successfully delivered solid results to stakeholders with close to 18% market share amongst more than 30 auto lending players with one of the largest auto lending books in the market.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering 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.

A stringent three-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

### **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](http://www.theasianbanker.com)

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