

Press Release

FOR IMMEDIATE RELEASE

## **Samba Financial Group wins Best Smart Branch Project and Best Retail Brand Building Initiative for 2014.**

- **Think Samba Campaign - effectively gave a more human touch to the bank.**
- **The bank is awarded Best Smart Branch Project for its Instant Issuance of Credit Card that can delivered in under 30 minutes.**
- **Samba's speed to market and superior turnaround time given the bank another competitive edge.**

**Dubai, April 30<sup>th</sup> 2014** –Samba Financial Group wins Best Smart Branch Project and Best Retail Brand Building Initiative in the Middle East for the year 2014 at The Asian Banker's first annual Middle East and Africa Awards Ceremony. The ceremony was held at the Ritz Carlton, DIFC, Dubai on April 30<sup>th</sup> 2014.

Think Samba Campaign - effectively gave a more human touch to the bank by offering solutions for life, freeing people to let them do what they want to do. Over 80% said they like the ad and 60% said the campaign made them want to bank with Samba. Samba Financial Group maintained the momentum with various new product and services launched throughout the year that helped underpin the brand proposition. The campaign well exceeded expectations in providing it a solid platform to launch meaningful and motivating reasons why consumers should Think Samba at every life stage.

The bank is awarded Best Smart Branch Project for its Instant Issuance of Credit Card that can delivered in under 30 minutes. The credit card processing was a time consuming process and would take 2-3 days to reach the card to customer which resulted in a lower activation rate. Now customers receive the card before they leave the branch where it can be activated instantly and they can start spending. The project also reduced the manual intervention of processing team and customer acquisition cost.

Samba's speed to market and superior turnaround time given the bank another competitive edge. It has also prided itself in being the first to provide the right solution for the customer always. In line with the business strategy and responding to the market needs, same day issuance of credit cards puts a Samba Credit Card in the customer's wallet first. Samba's Credit Card business has had a long tradition of being the first to launch major initiatives in Saudi Arabia, and this strategic move aids in further cementing the leading position that the Bank holds in this business

Award-winning banks 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.

This 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](http://www.theasianbanker.com)

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