

Press Release

FOR IMMEDIATE RELEASE

Bank Muscat and IT Partner Servion Global Solutions win Best Self Service Banking Project in the Middle East for 2015

- **Bank Muscat and Servion Global Solutions were awarded the Best Self Service Banking Project to revamp the Interactive Voice Response (IVR) platform into an intelligent and intuitive IVR**
- **The project increased customer identification by 30% and self-service by 25%, and reduced call waiting times and abandoned calls**
- **The service is customisable yet scalable, personalising customer experiences, introducing customer satisfaction surveys and call back functions**

Dubai, May 27th 2015—Bank Muscat and its technology partner Servion Global Solutions won the award for **Best Self Service Banking Project in the Middle East** for the year 2015 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.

Bank Muscat worked with Servion Global Solutions and Jawan Sultan Technologies to revamp its Interactive Voice Response (IVR) with an intuitive and intelligent self-service solution which designs customer experience based on customer profile and context. The service personalises customer experiences, reducing interaction times, and implemented the call back function and CSAT survey as part of the self-service solution.

The project increased customer identification by 30% and self-service by 25%, and reduced call waiting times and abandoned calls, services that are not traditionally seen on an IVR. The overall cost of service has fallen, along with shorter transaction times, lower abandoned call rates and higher first contact resolution rates.

The service is customisable yet scalable, personalising customer experiences, introducing customer satisfaction surveys and call back functions. Customers entering their ATM card number and PIN over the IVR led to efficiency in agent talk time, as agents now have all the required customer information on their screens in real time with no compromise to customers' security. As a result, customer satisfaction, security and agent productivity rates have improved. Personalised service makes transactions more contextual, leading to consistent customer experience across channels.

Award-winning banks attended the gala event that recognised 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. 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.

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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