

Apple Pay-eBSEG & Bank Saudi Fransi succeed in launch new feature for their Digital Banking Solution

eBSEG™ CEEP™, the REAL Omni-channel digital banking platform is Bank Saudi Fransi solution which worked to publish two new features as BSF announced that Apple Pay & Virtual debit card are ready to be used.



Cairo, Jul 8, 2019 ([Issuewire.com](http://www.Issuewire.com)) - eBSEG™ Customer Experience & Engagement Omnichannel Platform CEEP™ platform has been created around customer-centric design principles and delivers ubiquitous digital experiences, true build once deploys much architecture, across multiple devices and

customer touch points.

eBSEG™ has been selected as [Omnichannel solution](#) Partner for Bank Saudi Fransi since 2014. It was remarkable how serious the bank efforts were made to reach the highest level of perfection and [Digital Banking](#) Services for the users of all digital channels.

eBSEG™ has been selected as Omni channel solution Partner for Banque Saudi Fransi since 2014 and ever since eBSEG™ has been consulting, designing the solutions and implementing the bank's highly agile plans to implement their [Omnichannel platform](#) through the eBSEG™ CEEP™ Omni Channel Technology.

This aggressive plan of Banque Saudi Fransi coincided with eBSEG platform CEEP™ technical capabilities, the latest addition to eBSEG CEEP Suite of products was the successful launch to bring Apple Pay system to bank customers.

This system is making secure digital payments which allow you to pay for goods and services in person, via IOS or Through the web. Apple Pay is like acts as an honest payment platform between you and your merchants. Additionally, this platform is safe and secure as no one has access to your personal or financial information.

It is worth mentioning that eBSEG™ CEEP™ Omni Channel Technology implementation in Banque Saudi Fransi has also been a winner of Best Mobile App three years (2015, 2016 and recently in 2018 too) for its Mobile Banking Solution for Banque Saudi Fransi.

<https://bestmobileappawards.com/app-submission/fransimobile-3>

<https://bestmobileappawards.com/app-submission/fransimobile-2>

<https://bestmobileappawards.com/app-submission/fransimobile>

About eBSEG:

eBSEG Inc. founded the year 2000. A software company focused on platform technologies and Omni Channel customer engagement. We are committed to leading the change globally by helping Financial Institutions serve up amazing customer experience interaction.

Our platforms enable organizations to create, manage, and optimize secure Omni-Channel customer interactions and best of all, our platforms are intended for Business Marketing teams that demand agility and flexibility.

After years of research and development, we have created the most agile and flexible C-customer E-experience E-engagement P-platform available in the market, its name is CEEP™! The platform makes it easy for organizations to create, coordinate, and manage customer engagement experiences across all channels.

It represents the “True - Build Once, Deploy Many” philosophy and defines what Omni-Channel is really about, a perfect experience regardless of the device your customer chooses to engage your organization with. With CEEP, changes to your Omni-Channel presence can be done on the fly, it's now easy for Marketing business users to be agile in the content they want their customers to consume.

CEEP™ can be transformed to fit your business and its customers seamlessly, whether you are a Bank, Credit Union, Insurance provider, Financial Services organization, telco operator or a retailer, CEEP

empowers your Marketing prowess to facilitate a meaningful, lasting and powerful relationship with your customers.

It can provide one single Unified Solution based on one single source code that addresses all your digital channels including Web, Mobile, Tablet, Chatbot , ATM, Kiosk, Facebook, Apple Watch, Messaging. The platform easily ties into your back end systems, transforming legacy and line-of-business applications into powerful and modern medians with which to grow, engage and nurture your customer's experiences.

The CEEPT[™] platform/patented approach consists of a set of tools for designing, building, testing, debugging, integrating, deploying and managing consumer and enterprise apps.

About BSF

Banque Saudi Fransi (BSF) is a Saudi Joint Stock Company established by Royal Decree No. M/23 dated June 4, 1977.

The bank is affiliated with Crédit Agricole Corporate and Investment Bank.[1] Credit Agricole CIB is a fully-fledged member of the Crédit Agricole Group, the second largest bank in France, and seventh amongst banks of the Eurozone by total equity. As of April 2014, Banque Saudi Fransi has total assets of 192,928,881 SR by the end of 2017.

BSF has a banking network of about 120 branches across the Saudi Kingdom and employs over 3,000 staff. Bank's head office is located in Riyadh and the company has three regional offices in Jeddah, Al-Riyadh, and Al-Khobar [2]

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Source : eBSEG

See on IssueWire : <https://www.issuewire.com/apple-pay-ebseg-bank-saudi-fransi-succeed-in-launch-new-feature-for-their-digital-banking-solution-1638486775883475>