

AUB Enriches Digital Customer Experience with Pioneering Visual IVR Solution

Bahrain's Ahli United Bank (AUB) delivers a unique digital experience by offering a first-of-its-kind Visual IVR and Video Banking service in the Middle East to its customers



Dubai, Oct 4, 2019 ([Issuewire.com](https://www.issuewire.com)) - A unique, digital self-service solution has been launched in Bahrain to support Ahli United Bank (AUB) in transforming their digital customer interactions and elevating service levels. A tie-up with Altitude Software, a global provider of omnichannel solutions to deliver great customer experiences, has resulted in the successful implementation of a Visual IVR and Video Banking solution at AUB. The new solution enables AUB customers to navigate visual menus options at their own pace on their smartphones as well as pivot calls into digital interactions through video and real-time banking experience.

Banking on omnichannel customer service excellence

Ahli United Bank was established as a bank in Bahrain in 2000. AUB and its network of subsidiaries and associated companies across 8 countries form a banking group ("AUB Group") providing retail banking, corporate banking, treasury and investment services, private banking and wealth management services as well as Islamic banking services, besides offering conventional and Takaful life insurance products. "At AUB we strive to deliver excellence in everything we do," said Suvrat Saigal, AUB Deputy Group Chief Executive Officer for Retail Banking. "The successful launch of this innovative, pioneering Digital Customer Experience project in Bahrain is part of AUB's ongoing plans to achieve digital leadership as we continue to build on our strengths in adapting to the ever-changing banking landscape and in staying ahead of the competitive and technological curve."

Recently, one of the most important milestones under the umbrella of AUB's digital revolution has been the inauguration of the region's first-of-its-kind omnichannel contact centre. This strategic move seeks to completely revolutionise the AUB customer experience in Bahrain and improve service levels. As such, AUB saw the potential to use smartphones to provide customers with access to most AUB services through a visual, rather than just voice self-service, interface.

Transforming traditional IVR into a personalized digital banking interaction

With the rollout of Visual IVR, customers calling AUB contact centre from their smartphone can now take advantage of a brand new, pioneering visual call experience by utilizing the smartphone display and simply selecting responses by touch from the list displayed on their screen rather than listening and interacting over a traditional IVR. AUB Visual IVR Options include bank account statement, cheque book request, bank transfers, credit card statements and more, all during a voice call.

Besides, the same Visual IVR service can also be accessed from the AUB web site, which represents a new communication channel in the banking industry and today a reality for AUB customers, to reach the bank, especially for hearing impaired customers.

The project also incorporated a video contact centre enablement, from the customer smartphone or laptop, enabling real-time banking experience through exchange of multimedia like digital files, videos and forms between the AUB contact centre agent and the customer.

"With the successful implementation of Visual IVR and Video Banking functionality seamlessly connected to our omnichannel contact centre, Altitude provided us exactly what we needed: a pioneering solution with tremendous capabilities that's easy to use and unique in the Middle East's banking industry," commented Saigal. "As such, we are proud to offer the first Visual Banking IVR experience of its kind in the Middle East to our customers and look forward to bringing continued Digital CX innovation".

"Our work with AUB is a clear demonstration of how Altitude can provide innovative digital customer experience solutions to visionary, bold organizations," concluded Riadh Boukhris, Altitude Software President Middle East and North Africa. "We're excited to work with AUB. They are forward-thinking in their approach to customer experience, and they're experiencing cost savings and increased flexibility because of it."

About Altitude Software

Altitude Software (www.altitude.com) is a global provider of omnichannel solutions to deliver great customer experiences. Its solutions help companies and organizations unify all customer interactions and become more customer-centric. Altitude Xperience is a robust, modular software platform that handles all customer interactions and unifies all touchpoints, in the contact centre and throughout any organization. More than 300,000 users in 1100 customers in 80 countries use Altitude Xperience to manage in real-time enterprise functions like Customer Service, Telemarketing, Debt Recovery; Help Desk; Citizen Attention, etc. Altitude Software has a track record of 26 years of customer and industry recognition and has won dozens of awards for innovation and tangible results with customers in key markets worldwide. It has 12 offices in four continents, a 160-strong worldwide partner network and is ISO 9001 certified for its worldwide support. Altitude Software Middle East & North Africa is located in Dubai Internet City, U.A.E, and is leading the multimedia contact centre market in those regions. Customers include, Etisalat (UAE), G4S (KSA), Nova Water (KSA), Abu Dhabi Islamic Bank (UAE), Trust (Bahrain), Qnet (Kuwait), Ahli United Bank (Bahrain), Pizza Hut (KSA), National Bank of Oman, Advancia (Tunisia), Air Miles (UAE), and SNTTA (UAE). Altitude Software can be reached at +971 4 391 8880 or emailed info.mena@altitude.com

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