

CASE STUDY: OMAN ARAB BANK

“BANKSMART™ and message master® xsp have enabled the bank to develop a competitive advantage in terms of services that we offer our customers.”

- Hassan Abdul Ali Al-Lawati, Deputy General Manager IT-Head at Oman Arab Bank

Background to customer

Oman Arab Bank is a leading bank in Oman, partly owned by Arab Bank PLC. It has achieved significant efficiencies in customer service and the opening of new revenue streams from SMS-based mobile banking.

Challenges and business issues faced

The bank needed a secure, reliable and efficient SMS-based mobile banking service that could maintain its highly personalised and responsive customer service standards. This led the bank to look for a system that could combine banking functionality and SMS messaging capabilities.

Products selected

Oman Arab Bank implemented BANKSMART™ from Acette Technologies, which is powered by Dordack's message master® xsp.

Resulting business benefits to the Bank

Mr. Al-Lawati explained, “We selected BANKSMART™, powered by message master® xsp, as it has the flexibility to be configured to meet our sophisticated requirements and to address growing demand for new banking services that are being launched continuously. We now have a system that uniquely delivers both English and Arabic mobile banking functionality and has powerful features for exploiting SMS as a two way communication channel.”

The bank's new “Tawasul” SMS based mobile banking service is a key tool for customer acquisition and retention, and increasing market share in Oman. Mr. Hassan Abdul Ali Al-Lawati,

Deputy General Manager IT-Head at Oman Arab Bank said, “We are committed to offering superior services to the Omani market. Our use of BANKSMART™ and the SMS platform provided by message master® xsp has enabled the bank to develop a competitive advantage in terms of services that we offer our customers.”

Oman Arab Bank's mobile banking service allows customers to access their accounts using any standard mobile phone device. Customers can carry out a range of banking tasks, e.g. to view account balances and transactions, pay utility bills, top up pre-paid mobile phones, by sending a 'Pull' SMS message request to the bank.

Customers are also notified of account activity and other bank advices and confirmations are sent automatically by SMS. Alerts are generated on predefined events such as salary credits, account transactions or ATM withdrawals and a choice of other banking events. This provides an effective safeguard against suspicious activities which can be immediately queried by the customer.

SMS has now become a channel for the bank to communicate with customers, to inform them that a new cheque book, ATM or credit card is ready for collection. Customer service agents also have the ability to send free format SMS messages directly to the customer.

The bank has also found message master® xsp's ability to support 'Push and Pull' marketing campaigns to be invaluable. Marketing and other bulk messages are sent via a high speed interface to multiple mobile operators via SMSC links and inbound SMS requests are automatically processed. This gives the bank a highly cost effective, responsive and targeted customer communication channel.



بنك عُمان العربي
OMAN ARAB BANK

Client:

Oman Arab Bank,
Sultanate of Oman

Industry:

Financial Services

Product:

BANKSMART™ from Acette Technologies

Partner product:

message master® xsp

Business challenges:

The bank was looking for a system that could combine banking functionality and SMS messaging capabilities.

Business benefits:

Thanks to the news system Oman Arab Bank has generated new customer and revenue generation streams and has seen a positive return on investment.

“BANKSMART™ and message master® xsp have enabled the bank to develop a competitive advantage in terms of services that we offer our customers.”

- Hassan Abdul Ali Al-Lawati, Deputy General Manager IT-Head at Oman Arab Bank

Oman Arab Bank has differentiated itself from competitors in its use of SMS as a key enabler of banking and payment services. It is the only bank in Oman that offers a range of options that can be accessed using SMS, e.g. account transfers, utility payments, smartcard top-ups and real-time payments to mobile operators. An additional differentiator is that it can offer these service capabilities with a choice of Arabic or English language messages.

The customer reaction to the bank's SMS banking service has been very positive. A key requirement for the service is security and reliability. Oman Arab Bank has devised a unique strategy for using BANKSMART™ and message master® xsp to validate customer SMS requests using secure authentication tokens. This ensures that only genuine transactions are processed, and enhances the overall security of the service.

Another service that Oman Arab Bank offers is bill payment via SMS. The bank has generated additional revenue streams through transactions and collections for third parties such as mobile operators and utility companies. When a customer pays a bill using the mobile banking channel, Oman Arab Bank retains a fee for this service that is recovered from the recipient of the payment. With smartcards and top-ups growing at a rapid rate, this has proved to be a popular and increasingly valuable service for the bank. The ability to offer these services in Arabic has allowed a much wider usage amongst the largely Arabic speaking population in Oman.

Oman Arab Bank has also simplified the process of transferring mobile prepaid credits. Top-up credit can be purchased through a retailer, who can then securely transfer the credit, in

real-time directly to the customer via SMS.

“Customer expectations have increased and the bank works very hard to maintain a high level of service availability. BANKSMART™ and message master® xsp are critical systems that enable us to achieve this. We are the only bank that provides a top-up service for both mobile networks in Oman and this has opened up a new revenue generation channel,” said Mr Al-Lawati.

“The project to implement our Tawasul mobile banking services has been a big success. We have seen a positive return on investment and our highly flexible infrastructure means that we now have the ability to develop new SMS alerts or services quickly,” concluded Mr Hatem Ali, Executive Manager e-Banking.

Client:

Oman Arab Bank,
Sultanate of Oman

Industry:

Financial Services

Product:

BANKSMART™ from Acette Technologies

Partner product:

message master® xsp

Business challenges:

The bank was looking for a system that could combine banking functionality and SMS messaging capabilities.

Business benefits:

Thanks to the news system Oman Arab Bank has generated new customer and revenue generation streams and has seen a positive return on investment.



Acette Technologies FZ LLC

Suite 208, Building # 3,
Dubai Internet City
PO Box 500353 Dubai,
United Arab Emirates
Phone: +9714 390 8778,
Fax: +9714 390 8786
E-mail: info@acette.com
<http://www.acette.com>