

# Enhancing Sales Effectiveness for a Leading Sharia Bank in the UAE

## ABOUT CLIENT

Our customer is a leading bank in the UAE and the 4th largest Islamic bank globally by assets. Headquartered and listed in Abu Dhabi, the Organization was incorporated in 1997 to serve as the first Islamic bank in the Emirate of Abu Dhabi.

Over the last twodecades, the organization has demonstrated a consistent track record of growthwith assets now totaling USD 39 billion. The bank currently serves more than 1million customers through a balanced proposition that combines a highly personalizedcustomer experience with world-class digital banking services.

## THE CHALLENGE

Aleading Sharia bank in UAE faced a multifaceted challenge stemming from its extensive product portfolio of over 450 offerings. The absence of a centralized platform for accessing comprehensive product information hindered staffmembers' ability to cross-sell effectively. With only a fraction of productsactively promoted due to limited knowledge, the bank encountered missed revenue opportunities and fragmented sales processes.

### LimitedProduct Awareness

Despite the wide array of offerings, only 10 to 15 products are actively being sold.This limited sales activity is primarily attributed to the lack of comprehensive product knowledge among salespersons.

### Absenceof Centralized Information Hub

Sales staff lack access to a single portal providing detailed information on all available products and offers. This absence hampers their ability to effectively promote and sell the bank's complete range of offerings.

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## SOLUTION

(SouqAl Maal - A universal sales catalog solution)

A centralized solution to empower staff with comprehensive product knowledge, The Financial Organization partnered with Acuvate to develop Souq Al Maal - a universal sales catalog solution, designed to revolutionize cross-selling capabilities. Souq Al Maal emerged as a game-changer, offering a suite of features tailored to address organization unique challenges:



### Centralized Product Repository

All sellable products were consolidated into a single, accessible platform, enabling staff members, including sales and non-salespersons, to access comprehensive product information effortlessly.



### Intuitive Search Functionality

Staff could leverage metadata-driven search capabilities to swiftly locate products of interest, streamlining the process of identifying cross-selling opportunities.

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## TECHNOLOGIES USED



Azure Cognitive Search



Azure Apps



Datalake



Azure Computer Vision



Translation services



Microsoft SharePoint Online

## RESULTS

Enhanced Sales Efficiency

Increased Product Awareness

Improved Customer Satisfaction

Streamlined Lead Generation

Improved Business Agility

## Conclusion

Souq Al Maal has emerged as a cornerstone for UAE leading bank's digital transformation journey, revolutionizing cross-selling dynamics and driving revenue growth. By empowering staff members with comprehensive product knowledge and facilitating seamless lead generation processes, The bank has solidified its position as a leader in the Islamic banking sector. As the bank continues its commitment to innovation and customer-centricity, Souq Al Maal remains instrumental in driving efficiency, profitability, and customer satisfaction.