

Banking sector – Setting the bar high for Customer Experience



The Banking and financial services industry is very sensitive to customer experience. The customer lifetime value of customers in banking very high compared to other industries. Banks cannot afford high levels of churn among customers, who are very sensitive to customer experience



The benefits of enhancing customer experience for banks cannot be debated. Many industries have realized these benefits already with outsourcing of contact center services to companies that have the proper mix people, technology, and process to manage and operate contact centers on behalf of banks while providing an excellent experience to customers.

Some of the most successful banks in Saudi Arabia have partnered with ccc to enhance customer experience. ccc's talented customer experience teams are handling on behalf of these banks some of the most critical customer engagements like:



Credit cards and loans application processing



Product Sales



Cross Selling & Up selling



Outbound Collection Services

With outsourcing the customer experience to ccc , banks were able to achieve a true competitive edge and set the bar high for customer experience in Financial services



Why do the most successful banks in KSA trust ccc ?

The banking industry in KSA is regulated by SAMA - this means it requires data security and compliance to data privacy norms to be followed and implemented by all banks and financial institutions. ccc carries the highest industry certifications for security and privacy that match the banking industry requirements through its dedicated and controlled cyber security and data security norms of stc. This makes ccc the first choice of partner for any outsourcing activities

always ready

for more information, contact - info@ccc.sa.com

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