

# Customer Experience

Our customers have always been at the heart of everything we do at Riyadh Bank through a relationship built on trust, loyalty and our ability to innovate and surpass our clients' expectations. This year strongly supported that philosophy, as we drove even more progressive and proactive features to all aspects of our services, resulting in greater customer satisfaction and a better brand experience. Throughout 2021, we provided essential new banking products and met COVID-19 challenges with tremendous advances in new technology and outstanding support to our customers.

Last year was an extraordinary experience for the Bank, our customers and our employees. As well as the enhanced financial services we introduced, we also adopted a duty of care both internally and externally. While the restrictions of the pandemic may have eased in many aspects of our lives in 2021, the repercussions are still very evident. Through our policy and product innovations across the year we provided both banking and emotional support and we can take pride in ourselves on lending tremendous assistance to the community throughout these challenging times.

In line with market needs and our digital transformation, we adopted a proactive approach to encourage as many customers as possible to make the shift towards online banking, whether retail, SME or corporates. While this enabled faster, easier banking for many of our customers, we made sure to maintain a high standard of individual attention and care, leveraging the full scope of our digital channels to go beyond simple transactions to deliver more personalised service and solutions.

## Goals set and targets reached



Our overall customer experience is measured using multiple evaluation metrics adhering to global standards of customer experience, such as NPS and CES, where we continuously measure advocacy, loyalty, ease of customer interaction, resolution during a request, engagement rate, acquisitions and retention rates. We also benchmark our scores with global standards within the banking industry and have always met or exceeded our performance against KPIs. This year we exceeded KPIs by 120%.

## Drive for digitization



Our focal point for 2021 was to be totally customer-centric, with an emphasis on developing our employees to deliver the optimum services, whether that was through new technology, internal change-management or product offerings. We launched a series of customer experience enhancement programs, ensuring that our Staff was completely aligned with our strategies and expectations. The highly positive results identified key areas where services could be improved and allowed us to develop the solutions needed to provide an enhanced customer experience moving forward.

Increased all product leads	Increased affluent leads	Increased New to Bank customers
Increased brand value	Maintained brand position	Achieved ROI on bank sponsorships



## Listening to our customers



Through our commitment to constantly listen to our customers, we identified key areas for improvement across retail and corporate banking products and services, including corporate customers' account opening. Additionally, we reviewed the user experience and usability of 75 products to ensure that our services are both relevant and accessible. We serve our customers best by being proactive in our policies and supportive to their needs.

Our 3 test sessions with more than 30 customers helped us to ensure that not only were our services efficient but that they also created the desired emotional impressions and behaviour. The outcomes of this have played an important part in how we develop our products to create both an effective service and an enjoyable experience.

Based on these and other customer care efforts, we were able to deliver an overall improvement of 25% in our Net Promoter Score (NPS) compared to last year.

## Investing in our people



Our employees continue to be pivotal to the Bank's success and it is essential that in order to provide the best possible services to our customers, our Staff must have the most productive channels to their own progress. To this end we launched an Employee Experience Program and completed a map of employee journeys in 2021, made up of recruitment, on-boarding, rewards, performance, promotion, mentoring and coaching.

This has been extremely valuable in identifying any points which have room for improvement and implementing the solutions. It has also enabled us to chart staff development, motivate progress and produce more specific corporate routes for individual members of the team. This included a Relationship Managers' Performance Evaluation Model used for both RM's of Diamond Banking and Private Banking.



# 25%

NPS increase  
in 2021

## Building equity in our brand

In terms of measuring the Bank's progress and leadership within the market, we developed and launched an enhanced Brand Health Tracker Program to gauge our own performance compared to those of our competitors. The results were enormously encouraging as we increased our brand value by 18% and maintained our position as the eighth most valuable brand in the Kingdom.

Our host of awards during 2021 has been a great testament to the success of our brand as well as the unrivalled services we continue to provide.

## Expectations for 2022

We performed above and beyond the call of duty in 2021 and considering the destructive consequences of the pandemic, Riyadh Bank has proved itself to be a stalwart of the community and a friend and ally to those individuals within the community. Our all encompassing drive for innovation and new technology has been a lifeline for many private customers and SMEs and, as we continue with our digitization, we expect to see the uptake increase even further.

As we come into 2022, we will be looking to develop even easier practices for our customers with as few procedures as possible. By launching our end-to-end process for mortgage loans, personal loans and auto leasing products we will reduce time, effort and correspondence.

In terms of corporate customers, we intend to revamp the Bank's corporate online platform and business mobile solutions to improve the experience and offer a more efficient, comprehensive and user friendly service.

We will also be launching the HASSAD loyalty business program for corporate customers to reward them for their continued allegiance and to incentivize new clients to enjoy the Bank's unrivalled products and services.

Every member of every team in every department within the Bank has a role to play in delivering customer excellence. It is down to the individuals who collectively work together that make Riyadh Bank an outstanding business in the eyes of our customers and within the industry. Thank you for your unwavering support.



1

**Mohammed bin Rashid Award for Customer Excellence, presented by Mohammed bin Rashid Al Maktoum Business Award**



2

**Outstanding Winner Award for Customer Excellence, presented by Mohammed bin Rashid Al Maktoum Business Award**



3

**Ranked first among financing agencies during the year 2020, presented by Kafala Program**



4

**Middle East's Best Bank for SMEs 2021, presented by Asiamoney**



5

**Saudi Arabia's Best Bank for SMEs 2021, presented by Asiamoney**



6

**Best Sustainability Education or Awareness Program, presented by Gulf Sustainability Awards**



Our brand value increased by

**25%**



7

Middle East's Best Bank for SMEs 2021, presented by Euromoney



8

Best Work Environment for Women in Saudi Arabia, presented by Best Places to Work Organization



9

The Best Listing of Sukuk and Bonds, presented by GFC Group



10

Best Corporate Banking in Saudi Arabia 2021, presented by International Business Magazine.



11

Digital Leaders 2021, presented by Red Hat SEMEA.



12

KSA Most Innovative Trade Finance Bank 2021, presented by Trade Finance

