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PRESS RELEASE

## United Arab Bank named CX Innovator at Genesys G-Summit Middle East 2019

**UAB wins CX Innovator – Best Omnichannel Experience award, as the only banking institution to be recognized at the event this year.**

- **UAB offers true omnichannel to enrich customer experience**

**Sharjah:** The United Arab Bank P.J.S.C. (UAB) has won the CX Innovator award for Best Omnichannel Experience at Genesys G-Summit Middle East 2019 held in Dubai. The prestigious award was given in recognition of the bank's ability to provide seamless service across a variety of channels including web chat, voice, text, and email.

The award was presented to Mr. Ravi Bhatia, vice president, Head of Digital Banking, during an awarding ceremony held during the G-Summit.

Ahmad Abu Eideh, chief executive officer of UAB, said: "Having won such a prestigious award reflects UAB's utmost attention paid to customer service. This is particularly important at a time when banking services are undergoing a revolution thanks to innovative and creative technologies."

"Our highest priority has always been to professionally and effectively serve our customers. We are creating an ideal environment to help them communicate with us in accordance with best practices in terms of quality, efficiency, speed and seamlessness of services.

Our fully integrated system has largely contributed to enhanced digital communication, simplified service procedures, and improved the bank's



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performance in line with our goals and vision to achieve operational excellence”, Abu Eideh added.

Ayman Al\_Qudsi, chief information officer at UAB, said: “Through an integrated plan, the bank has successfully developed effective communication channels with customers and enhanced their satisfaction through providing multiple options that facilitate procedures for obtaining banking services and programs.”

He stressed that the bank has strengthened its global position as the only banking institution recognized during the award ceremony at the 2019 G-Summit Middle East

“The CX Innovator awards stand to recognize the strides our customers have made by deploying Genesys technologies to power their customer journeys,” said Mohamed Afifi, Genesys managing director for Middle East. “The work carried out by UAB to truly transform its contact center through the use of intelligent and sophisticated technologies stood out in the CX Innovator category in this years’ awards.”

Genesys G-Summit Middle East is the region's leading annual events that brings together world class experts and global thinkers to discuss innovation, best practices in omnichannel customer experiences and new generation of contact center solutions.

Genesys is the global leader in omnichannel customer experience and contact center solutions. More than 11,000 companies in over 100 countries trust Genesys customer experience platform to drive great business outcomes and create lasting relationships.

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To know more about UAB, please visit our corporate webpage at: [www.uab.ae](http://www.uab.ae)

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