



Saudi National Bank, the largest bank in the Gulf region chose high performance with SmartMessage

البنك الأهلي السعودي

Saudi National Bank

Founded in 1953, the Saudi National Bank is the first and largest bank of Saudi Arabia. Saudi National Bank is committed to quality, security, and innovation in the services it offers to over 3 million customers.

Saudi National Bank chose SmartMessage Marketing Platform to deliver a seamless and efficient omnichannel marketing. SmartMessage Engage, Preference and Connect Services help the bank fulfill outbound and inbound communication needs to achieve a high level engagement of its customers.



SmartMessage empowers Saudi National Bank with robust omnichannel campaign management features.

Solutions

SmartMessage Engage
(Cross Channel Marketing & Campaign Management)

SmartMessage Preference
(Enterprise Consent Management)

- SmartMessage Engage handles all bulk E-mail, SMS, and push notification deliveries of Saudi National Bank with high performance.

- Saudi National Bank obtains outstanding customer satisfaction by letting its customers control and authorize their communication channels with SmartMessage Preference. This is a key factor in increasing satisfaction and having long-term relationships with the bank's audience.

- Saudi National Bank 3 million customers communication permission are kept on SmartMessage Preference, the centralized and easy-to-manage tool.

- SmartMessage provides an infrastructure to collect all communications from email, SMS or popular messaging platforms, and make instant or planned feedback. With SmartMessage Engage, Saudi National Bank can manage customer notifications from various channels centrally and communicate with customers from all digital touchpoints.
