

# press release

## First International bank to launch video banking in the UAE

**Dubai, 11 April 2017** – Standard Chartered Bank announced today the launch of its Video and Chat Banking service for clients in the UAE, a first for an international bank. The launch follows the successful roll-out of the service in Malaysia, Singapore, Taiwan in 2016 and Hong Kong and China Q1 of 2017. The Bank is now bringing its Video and Chat Banking service to more than five million clients across Asia, Africa and the Middle East.

Now clients can connect with banking agents via a secure video connection – or through chat or audio channels if they prefer – and change an address, ask questions about products. Agents can share screens and send links to websites and they're fully briefed to offer service that meets each individual's needs. Instead of jumping in the car and driving to a branch, clients can do this from home or even sitting in a coffee shop.

"Standard Chartered is constantly innovating to bring easy, convenient banking to clients," said **Shehzad Hameed, Head of Retail Banking, Standard Chartered UAE**. "From the introduction of our Mobile Banking app in 2012 to the launch of the award-winning Retail Workbench last year, we have reached another milestone today with the launch of video banking. Not only will video banking transform the way we deliver client service, but it also provides opportunities to our staff for upskilling and retraining to stay abreast of the latest technologies in the industry."

"Video banking is about giving our clients more choice and more convenience," said **Karen Fawcett, the bank's CEO of Retail Banking**. "Now you don't have to come in to a branch to talk to somebody face-to-face. We are investing in technology that makes banking secure, simple and personal for our clients."

To support this ambition, in 2015 the Bank has announced an investment of USD3 billion in technology and systems over the coming three years, including investments in its regional client contact centres.

In addition to the roll-out of video banking, Standard Chartered launched a new mobile and online banking platform for clients in eight African markets last year and brought 'Retail Workbench', an iPad-based digital sales and service tool, to eight new markets across Asia, Africa and the Middle East.

Earlier this month, Standard Chartered Bank won the "Industry Disrupter Award" at the Chief Digital Officer (CDO) Conclave, sponsored by Oracle and organised by UMS Conferences and Bloomberg Businessweek Middle East, as their media partner.

The Bank has also been named "The World's Best Consumer Digital Bank" by Global Finance for the sixth consecutive year, beating out competition from 261 banks from around the world and dominated the Global Sub-category Awards. The Bank has also won "The Best Regional Consumer Digital Bank for Middle East & Africa" by the same magazine for the fifth consecutive year, sweeping up awards for "The Best Global Consumer Mobile Banking App and "The Best Global Information Security Initiatives."

The awards represent industry recognition of Standard Chartered's position as a leader in the digital arena.

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