

NETinfo

DIGITAL BANKING PLATFORM

Case Study





Case Study

CRDB Bank Plc is an African bank and a leading Financial Services Provider in Tanzania with current presence in Tanzania and Burundi, East Africa. The Bank was established in 1996 as a result of the Tanzanian Government's privatization of state owned firms and is amongst the first local banks to be listed on the Dar es Salaam Stock Exchange in June 2009.

The major shareholders of the Bank are Danish Government sponsored fund, leading Tanzania pension funds,

International Finance Corporation (IFC), CDC Group Limited and Africa Capitalization Fund (AfCap). CRDB Bank has over the years grown and prospered to become the most innovative, first choice, and trusted bank in the country. Supported by a robust portfolio and uniquely tailored products, CRDB Bank remains the most responsive bank in the region.

Welcome to CRDB
e-banking

User ID

Password

1996

Year Founded



Geographical presence

Tanzania and Burundi



Headquarters

Azikiwe Street, 4th floor, P.O Box 268, Dar es Salaam, Tanzania



Line of Business

- Corporate, small and medium enterprises (SMEs), business, treasury, capital markets, private, agriculture, microfinance
- Insurance services



Assets

€2.200 000 000 [2017]



Employees

3100+

Other key
metrics



#1 Tanzanian bank in terms
of total assets, deposits
and loan and advances



255 Branches



551 ATMs



3286 Agents

Source: CRDB bank and www.crdbbank.co.tz/en/

Challenge

CRDB was aiming for a modern and powerful omnichannel solution to offer to its retail and corporate customers rich functionality, a unique digital banking experience, a 360-view of their relationship with the Bank and full control of their financial performance & activity. For this the Bank requested an independent, customisable, efficient and secure solution with flexible integration capabilities and central administration management, that would include channels, marketing material, services, functionality, access levels, limitations and support customer segmentation.

The new solution would have the capability to provide and support strong corporate functionality, to accommodate SMEs and large corporate customers, and advanced personalisation management tools such as widgets management and PFM tools. Known as the Best modern Bank in Tanzania, CRDB wanted to increase customer loyalty and get market share from competition through the delivery of modern alternative channels, while generate leads for cross-selling and up-selling opportunities, by releasing targeted marketing campaigns, promoting several banking products and services to its clients.



**“The Best
modern Bank
in Tanzania ”**

Solution

For CRDB we delivered a complete omnichannel solution that includes responsive internet banking covering all browsers and devices, an advanced hybrid mobile banking app, with enhanced onboarding facilities and rich functionality, and advanced alerts management tools. The Bank also launched a user-friendly P2P payment solution (QuickPay) that found widespread acceptance across the Bank's clients, while offers a mass payout facility to its users. NETinfo has integrated with all local mobile wallet systems.

The objective of the bank to increase their penetration in different market groups, including millennials, was achieved as NETinfo provides segmentation capability and powerful PFM, personalisation and cash management tools in a modern design, that enhance digital banking experience to the maximum, while bridging the digital and physical channels of the Bank. At the same time, NETinfo provides advanced corporate functionality and corporate self-admin facilities to satisfy the demands of bank's corporate clients.

We implemented our risk-based authentication suite, enabling the bank to work in a full secure environment, scoring the customers based on their behaviour and transactions. Different authentication mechanisms can apply based on their scoring. NETinfo managed to overcome the Bank's current core banking limitations, by using our charges and fees module at transaction, product and channel level.

“ A user-friendly P2P payment solution ”

Benefits

- ✔ Aggregated and detailed insight of customers' financial position, expenditure analysis and full money management, in order to estimate their incomes and control their expenses, via goal and budgeting tools.
- ✔ Online and mobile onboarding facility that enables the Bank to increase its customer base.
- ✔ Comprehensive corporate functionality, that includes approval workflows, complex signatory structures and payroll and mass payments facilities, to its existing corporate customers, while enabling the Bank to acquire new ones.
- ✔ A modern mobile banking app with rich functionality to perform financial activities on the go.
- ✔ Enrich core banking limitation and increase of their revenue through transaction automation.
- ✔ Execution of targeted campaigns through the electronic channels, addressing different type of customer segments including millennials, basic retail, ladies, SMEs, students and any other segments dynamically created by the Bank.
- ✔ NETinfo is a digital tool for the Bank, exposing any service to the channels securely, easily and without seeking for vendor's assistance or intensive IT resources.

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