HOW WE CREATE VALUE

Operating Environment



Inputs

Financial assets

Cash, loans, advances and other receivables

Systems and procedures

Governance procedures, business processes and cutting-edge technology, policies, values and ethics

Investor relationships

A loyal pool of investors who takes a long-term view on the Bank

Proximity to the customer

Being close to the customer, we understand their needs and innovate appropriate products and services

Leveraging business partnerships

Through links with business partners, we expand our reach and obtain the best possible options for sourcing our needs

Our people strengths

Our highly motivated staff whose skills we keep upgrading

Commitment to society and environment

Our social and environmental programmes give value to society and promote our long-term sustainability

Growing profitably

Grow by expanding our channels, both traditional and technologyenabled, as well as by deepening our penetration of priority markets and customer segments

Activities

Developing products and services

Develop products and services that serve changing customer needs

Communicate our offerings

Communicate our product and service offerings to the customer, particularly using non-traditional channels such as web, email, and social media

Digitalization

Increase convenience to customer and through digitalization reduce the need for physical presence

Reducing cost

Through automation of processes, reduce the need for manual intervention

Promoting diversity

Recuitment policies promote diversity

Improving customer service

Through training and development of staff, improve the level of customer service and provide customized service for different customer segments

Reward and recognizing

Motivate employees by long-term benefits in addition to remuneration

Brand awareness

Promoting brand awareness through special offers





Retail banking

Deposit accounts with focus on growing demand deposits, home loans, vehicle loans, and cards

Corporate banking

Range of corporate banking services covering the large corporate, mid corporate and MSME sectors including financing, investment services, cards, and real estate financing

Treasury

Management of foreign exchange transactions, liquidity, and Sukuk issues

Reach

Increased reach and accessibility through traditional and non-traditional channels

New products

New and innovative digital applications increasing customer convenience

Security

Increased security of operations especially from cyber threats and other IT-related risks

Staff

More motivated staff able to provide higher level of customer service

Diversity

Higher percentage of women and youth in workforce

Brand

Greater brand recognition

Environmental impact through value chain

Targeting a percentage of lending for environment friendly activities

Value delivered

Improved performance in the Bank's primary function which is that of financial intermediation

Professional development, confidence in career growth and a motivating work culture

Highly competitive and easily usable products and services

Smoother systems that facilitate better customer service and reduce manual intervention

Value derived

Profitability, shareholder loyalty, and business portfolio growth

A dedicated and empowered workforce with high rates of staff retention

Strong brand recognition, customer patronage, and growth in market share

Brand value and market leadership

Move the Bank towards becoming one of the leading digital banks in the Kingdom

Be a key player in the development of a thriving financial sector and promoter of the economic and social development of the Kingdom as well as being key enabler of the Kingdom's Vision 2030 by offering services to support private sector growth