

# Ahli United Bank

Ahli United Bank – Kuwait Reduces Request Processing Time By 70% With SugarCRM

البنك الأهلي المتحد



**ahli united bank**

# AUB Group's Only Islamic Bank Achieves Significant Gains in Staff Efficiency

Ahli United Bank (AUB) – Kuwait, the longest-established banking institution in the country, replaced its outdated, paper-based system with Sugar. As a result, it has gained significant man-hour efficiencies and reduced request processing time by 70 percent. Back office tasks that previously took 45 minutes to complete now take less than 10 minutes. In addition, with Sugar's recording and auditing capabilities, the electronic banking department has almost eliminated its huge printing requirement, saving on printing costs while improving its environmental record.

## Business Challenges

Ahli United Bank – Kuwait began modernising its electronic banking department in 2011. It had been using an extremely cumbersome system that required many man-hours as well as paper-based backup. Following a review, executives realised the bank needed a flexible, easy-to-use, and centralised system to coordinate customer relations. "We just knew there had to be a better way," recalls Burhan Khalid, electronic channels development manager for Ahli United. "We needed a more comprehensive, automated logging and tracking system that could be customised, was easy for everyone to use, and could be integrated with our existing software, including Microsoft Outlook."

## The Solution: Sugar Professional

The bank's IT team considered several CRM solutions, including Microsoft Dynamics, Vtiger, Concur, and SplendidCRM. The team chose Sugar for its ease of use, flexibility, and ability to be customised cost-effectively. "We were already familiar with Sugar and we liked its intuitive interface, which is very streamlined compared to its rivals," explains Khalid. "Our non-technical staff in particular liked the layout, which is simple, accessible and easy. They didn't need extensive training to use it."

The bank began using Sugar's Community Edition in March 2011 and went live with Sugar Professional in August 2011. Installation took less than three weeks. "We were impressed by the relatively low cost and the fact we could customise the system ourselves, without relying on the vendor," adds Khalid. "Our manager customised his dashboard so that he can see what each employee is working on at a glance and we made adjustments to allow Sugar to draw customer information directly from our core banking system."

“ Sugar has greatly exceeded our expectations, transforming our processes and cutting the time we spend on requests by 70 percent. We are now rolling it out to other departments. ”

Burhan Khalid  
Electronic Channels Development Manager  
AUB – Kuwait

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## Business Benefits

Customer information and a complete record history now reside in one central solution at Ahli United's electronic banking department and can be accessed by all relevant personnel at any time. After its success in electronic banking, the solution is now being considered in other departments.

The bank credits its use of Sugar with increasing efficiency across the organization. It has experienced a 70 percent reduction in request processing time. In addition, back office tasks that previously took 45 minutes to complete now take less than 10 minutes. With Sugar's recording and auditing capabilities, the electronic banking department has almost eliminated its huge printing requirement. With very few paper record requirements, the department saves on printing costs while improving its environmental record.

"Sugar has greatly exceeded our expectations and has saved us a lot of time," concludes Khalid. "We're also planning to extend Sugar to our merchant relationship department next year and hope to use Sugar's social tools once we've completed a review of our social strategy."

## About Ahli United Bank – Kuwait

Ahli United Bank (AUB) – Kuwait is part of an extensive banking group based in Bahrain that began as the Iranian Imperial Bank, the country's first banking institution, formed in 1941. The organisation converted to its present corporate identity in 2004 and became the group's first Islamic bank in 2010. With 500 staff, it currently services more than 100,000 customers.



## Company Profile

**Headquarters:**  
Bahrain (group HQ)

**Founded:** 2004  
(formerly Iranian Imperial Bank, est 1941)

**Company Description:**  
Part of the AUB Group, which has banking operations in Kuwait, Qatar, Oman, Egypt, Iraq and the UK, Ahli United Bank – Kuwait is an Islamic bank offering financial services to individuals and corporate customers.

**Website:**  
[www.ahliunited.com.kw](http://www.ahliunited.com.kw)

**Solution:**  
Sugar Professional

## SugarCRM

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