

Banque Saudi Fransi selects Wavetec to Organize, Engage and Measure Customer Journey across all branches in Saudi Arabia

BSF partners with Wavetec in a bid to enhance customer experience, eliminate bank queues through installation of various customer flow management technologies.

DUBAI, UNITED ARAB EMIRATES, November 30, 2016 /EINPresswire.com/ -- Banque Saudi Fransi (BSF) has announced a partnership with [Wavetec](#) in a bid to enhance customer experience, eliminate bank queues through installation of various [customer flow management](#) technologies in all their banking halls.



BSF is a full service commercial bank serving the local and international banking needs of its clients. It is a leading provider of comprehensive financial services and products in the kingdom of Saudi Arabia and other markets.

Wavetec will deploy its complete enterprise solution at BSF based on its ultimate service area design approach, Wavesphere- an unmatched range of customer touch points, presents a holistic approach to improving customer experience in service areas to strategically organize service areas, engage customers, and effectively measure a customer's experience.

Products that will drive seamless customer journey encompass [Virtual Queue Management System](#), Donatello Digital Signage and Opinion Pus for Customer feedback. Moreover, BSF will have access to real time business intelligence reports and dashboards through a centralized reporting system. This will allow business managers to extract comprehensive insights in terms of customer flows, staff performance and service area efficiency.

These advanced customer experience solutions will allow BSF to achieve consistency and increased engagement at all key touch points.

About Wavetec

Wavetec is a multinational technology company offering an ecosystem of solutions for the improvement of the service areas, meeting the company's needs in organizing the influx of people, guaranteeing a valuable engagement experience, and obtaining relevant measures for the decision-making process so as to improve business results.

Wavetec Customer Experience Solutions are located in different regions with applications in various areas and industries such as hospitals, retail and banks. Some examples of the technology can be found in the BCI Chile, Barclays, KCB, Emirates Airlines, Interbank, Tesco, LIDL and Chilexpress.

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