



FINASTRA



Case Study

CIH Bank enhances the corporate banking experience with new digital services

A leading Moroccan bank builds resilience with convenient online services



//

Fusion Corporate Channels will play a key role in supporting our ambition to give customers access to their accounts 24/7. Now, business customers can manage their accounts more easily and access a wide range of corporate finance solutions via our online digital banking portal."

Oussama Tazi
Director of International
CIH Bank



About CIH Bank



DH 447M (USD 48M)
net profit



Over 1.1 million
active customers



301 branches
located across Morocco

cihbank.ma

About Fusion Corporate Channels

Finastra's digital channels application for corporate banking combines a harmonized user experience and open API driven platform for comprehensive corporate, network and fintech connectivity and deep functionality in trade and supply chain finance, cash and liquidity management, and lending.

The Challenge

New expectations

CIH Bank sets out to develop reliable, robust and convenient online banking services for its corporate customers

Online banking is becoming increasingly popular, and corporate customers expect banks to provide the same convenient digital services that are widely available for personal banking customers. Banks that don't act fast to enhance their corporate banking services risk losing out on valuable business to more innovative competitors.

To keep business customers satisfied, CIH Bank launched an ambitious plan to establish a rich variety of digital banking services—a move that would help the bank to strengthen customer loyalty and attract new business.

Oussama Tazi at CIH Bank explains, “Developing digital banking services is a key part of our strategic plan to support the growth of our corporate banking operations. Online digital banking services will not only be more convenient for our customers, they will help businesses in Morocco to transact more quickly—powering economic development.”

Just as CIH Bank planned to start its corporate banking digital transformation journey, the global coronavirus pandemic hit. To help stop the spread of the virus, many businesses—including banks—were encouraged to conduct their business online where possible.

“When the COVID-19 pandemic occurred, we recognized that it was more important than ever before for us to enable corporate clients to manage their accounts online so they could stay safe,” continues Oussama Tazi. “As a result, we decided to accelerate our digital transformation plan to help us establish new services in these difficult times.”

// *When the COVID-19 pandemic occurred, we recognized that it was more important than ever before for us to enable corporate clients to manage their accounts online so they could stay safe.* //

Oussama Tazi
Director of International
CIH Bank

The challenge	The solution	Delivery journey	The result
---------------	--------------	------------------	------------

The Solution

Modern platform

CIH Bank selected Fusion Corporate Channels from Finastra to form the foundation of its new online corporate banking services

To ensure that its new digital services would be world class, CIH Bank decided to build an online corporate banking portal with Fusion Corporate Channels.

“With an impressive track record of helping banks around the world develop cutting-edge capabilities, we felt confident that Finastra could help us build a future-ready, flexible online banking platform for our corporate customers,” comments Oussama Tazi.

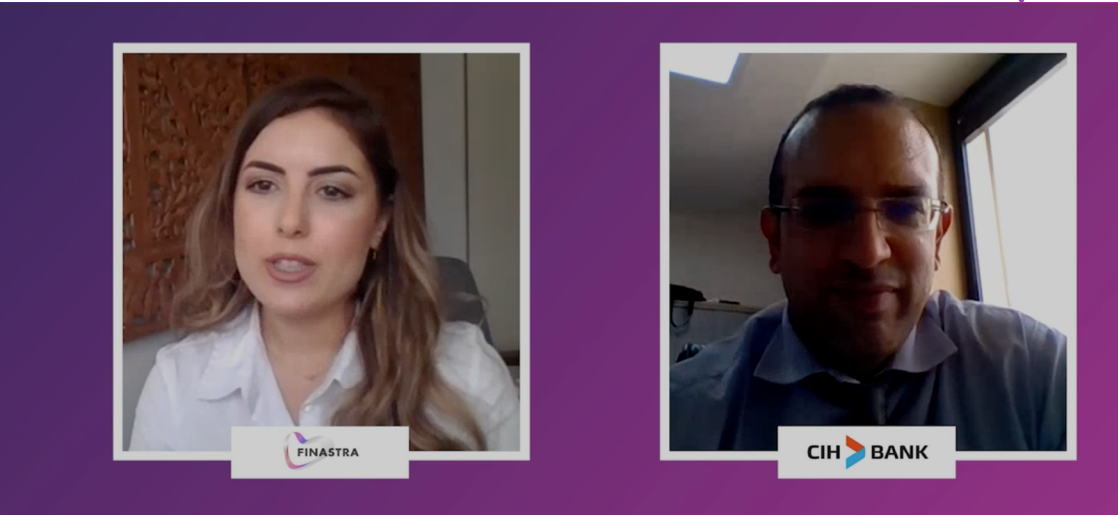
Offering powerful trade and supply chain finance capabilities, fintech connectivity, open APIs and more, Fusion Corporate Channels gives CIH Bank the tools required to develop new services and drive continuous innovation.

In addition to developing new corporate banking services, CIH Bank also upgraded to the latest version of Fusion Trade Innovation.

Oussama Tazi continues: “Moving to the latest version of Fusion Trade Innovation will help to improve efficiency and will play a key part in enhancing our trade finance offerings in the years ahead. The fact that both Fusion Trade Innovation and Fusion Corporate Channels seamlessly integrate with our core banking platform help to keep all of our operations running smoothly.”

// *With an impressive track record of helping banks around the world develop cutting-edge capabilities, we felt confident that Finastra could help us build a future-ready, flexible online banking platform.”*

Oussama Tazi
Director of International
CIH Bank



Hear from Oussama Tazi share how CIH Bank is building resilience with new convenient online services for its corporate customers.

Delivery Journey

Remote deployment

Finastra worked closely with CIH Bank to deploy Fusion Corporate Channels quickly and safely

With the Moroccan authorities encouraging businesses to follow social distancing rules to reduce the spread of COVID19, CIH Bank and Finastra looked to minimize the need for implementation teams to meet in-person.

Both teams worked closely together to adapt processes and implemented close to 70% of the project remotely utilizing various collaboration tools. The Fusion Adopt methodology also provided CIH Bank with a streamlined implementation, utilizing best practice and proven techniques to ensure minimal disruption to the business during the pandemic.

In addition, through adapting to a remote delivery, both Finastra and CIH Bank were able to work in a way which promotes environmentally friendly best practices through reduction in air travel, helping to reduce carbon footprint emissions.

"Finastra were very supportive throughout this challenging time and guided us through the deployment of Fusion Corporate Channels remotely—helping us to deliver the project within our timeline," said Oussama Tazi. "Ultimately, this enabled us to keep our employees safe during the pandemic and at the same time establish online banking capabilities that will help our customers keep their businesses running amid the disruption generated by the pandemic."

//
Finastra were very supportive throughout this challenging time and guided us through the deployment of Fusion Corporate Channels remotely—helping us to deliver the project within our timeline."

Oussama Tazi

Director of International
CIH Bank

The Result

Embracing a digital future

CIH Bank enhances its corporate banking experience with cutting-edge digital services

With Fusion Corporate Channels in place, CIH Bank can modernize its corporate banking products, providing customers with online access to a variety of banking services that are tailored to meet the needs of Moroccan businesses.

“Fusion Corporate Channels will play a key role in supporting our ambition to give customers access to their accounts 24/7,” explains Oussama Tazi. “Now, corporate customers can manage their accounts more easily and access a wide range of corporate finance solutions via our online digital banking portal.

As a result, our corporate customers are able to have full control over their financial activities—helping them to keep operations running smoothly in the context of the COVID19 pandemic.

Oussama Tazi adds: “We also anticipate that these new services will help us to deepen our relationships with our customers and increase customer satisfaction. We look forward to being able to grow our customer base in the corporate banking space.”

CIH Bank’s new digital services provide a complete corporate banking experience. Through these services, customers have full control of their financial activities and can get an up-to-the-second view of their pending transactions, account balances and limits, as well as performing a range of transactions.

“Implementing Fusion Corporate Channels and Fusion Trade Innovation will help to improve our operational efficiency by automating more of our mission-critical trade finance activities,” says Oussama Tazi. “We look forward to building on our strategic partnership in the years ahead as we prepare for an increasingly digital future.”

Value to CIH Bank:



Deepen relationships with customers



Stronger customer service through a 360 degree corporate banking experience



Increase operational efficiency through automation

The challenge	The solution	Delivery journey	The result
---------------	--------------	------------------	------------



Contact us

About Finastra

Finastra is building an open platform that accelerates collaboration and innovation in financial services, creating better experiences for people, businesses and communities. Supported by the broadest and deepest portfolio of financial services software, Finastra delivers this vitally important technology to financial institutions of all sizes across the globe, including 90 of the world's top100 banks. Our open architecture approach brings together a number of partners and innovators. Together we are leading the way in which applications are written, deployed and consumed in financial services to evolve with the changing needs of customers. Learn more at finastra.com

Finastra and the Finastra 'ribbon' mark are trademarks of the Finastra group companies.
© 2020 Finastra. All rights reserved.

GL 3199 / 0720

Corporate Headquarters

4 Kingdom Street
Paddington
London W2 6BD
United Kingdom
T: +44 20 3320 5000

