

African Bank Ltd press release

17 November 2020

## **African Bank selects CallMiner to enhance customer service using advanced speech analytics**

Keeping customer satisfaction at the heart of its business, African Bank has selected the CallMiner Eureka platform from CallMiner, a recognised global leader in speech analytics, to better extract and operationalise insights from voice-based customer interactions.

African Bank, which last year trumped traditionally strong contenders to be ranked number one in customer satisfaction in the 2019 Consulta SA Customer Satisfaction Index (SA-csi) report, will be looking to extract a deeper understanding of voice-based customer interactions. These are intended to increase the Bank's customer experience even further, improve sales and collection processes as well as automate and improve compliance scoring. "As the platform is better understood, further options may be utilised to the benefit of our customers and the Bank," says CEO of African Bank, Basani Maluleke.

"With CallMiner, we will be able to create an even stronger customer experience by analysing what our customers need, how they feel, and what we need to do, to deliver exceptional value and service from every interaction," says Maluleke. CallMiner Eureka will be applied across the Bank's three contact centres.

From the analysis of these interactions, African Bank will be able to also optimise processes; make quicker decisions for improvement and target the most required investment areas to promote its customers service and further grow its customer base.

CallMiner Eureka leverages artificial intelligence and machine learning to analyse every customer interaction. It provides actionable insights and intelligence that organisations can use to improve business decisions. Maluleke says for the balance of 2020 they will be familiarising themselves with the system to identify certain behaviours and sentiments. "It is important we prioritise our initiatives which can be used for training purposes," she says.

"African Bank has demonstrated its strategic focus to be a leader in customer service through the acquisition of CallMiner Eureka," says Frank Sherlock, VP International at CallMiner. "Organisations across all industries have the opportunity to enhance customer relationships, increase revenue and radically improve business performance simply by listening to customers and acting on the insights. We know that African Bank went through an extensive and diligent evaluation process involving various international and local vendors, and we are delighted to have been selected, as we expand our portfolio of customers in South Africa," says Sherlock.

"African Bank is fast becoming a pioneering data-driven South African organisation and our partnership with CallMiner is another part of our journey to make our organisation

synonymous with data excellence. It is also another tool to enhance our digital transformation. At the core of our data strategy are our customers - to create an inclusive, personalised banking experience for them and we believe CallMiner provides another tool to bring us one step closer to achieving this,” concludes Maluleke.

**ENDS**

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#### **About African Bank Holdings Ltd and African Bank**

African Bank is a 100% subsidiary of African Bank Holdings Limited (“ABH” or “ABH Group”). ABH is an unlisted registered bank controlling company under the South African Banks Act, Act 94 of 1990. Based and operated in South Africa, the Bank provides unsecured loans, transactional banking services, and investment and savings products. The ABH Group also has insurance operations that are housed in African Insurance Group Limited, a separate 100% held subsidiary of ABH which in turn holds a cell captive investment in Guardrisk Limited (“cell captive”).

The shares in ABH are privately held by the South African Reserve Bank, the Government Employees Pension Fund, Absa Group Limited, Capitec Bank Limited, FirstRand Bank Limited, Investec Bank Limited, Nedbank Limited and The Standard Bank of South Africa Limited.

#### **About CallMiner**

CallMiner is a [recognised leader in the speech analytics software industry](#), harvesting key customer and operational insights from multi- channel customer interactions. Uniting with our customers and partners, our platform drives contact centre efficiency, positive customer and employee experience and significant improvements in top and bottom-line corporate performance. For more information, visit [CallMiner.com](http://CallMiner.com)