

African Bank Ltd press release

17 November 2020

African Bank selects CallMiner to improve business performance using advanced speech analytics

African Bank has selected the CallMiner Eureka platform from CallMiner, to extract and operationalise insights from voice-based customer interactions.

African Bank, which was last year ranked number one in customer satisfaction in the 2019 Consulta SA Customer Satisfaction Index (SA-csi) report, is intent on extracting a deeper understanding of voice-based customer interactions to increase the Bank's customer experience, improve sales and collection processes as well as automate and improve compliance scoring.

CallMiner Eureka leverages artificial intelligence and machine learning to analyse every customer interaction, including voice-based interactions. It provides actionable insights and intelligence that organisations can use to improve business decisions.

Frank Sherlock, VP International at CallMiner commented, "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 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."

"African Bank is intent on becoming a pioneering data-driven South African bank and our partnership with CallMiner is part of our journey to make our organisation synonymous with data excellence. 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 Basani Maluleke, African Bank's CEO.

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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](https://www.callminer.com)