

PRESS RELEASE

Cooperation between Addiko Group and Microsoft to ensure advanced customer experience

Croatia, 29 January 2018 - Addiko Group and Microsoft are cooperating on providing advanced customer experience through the implementation of Microsoft Dynamics 365 solutions.

Addiko Group has hereby become the first regional banking organization that will during 2018, in all markets where it operates, implement modern Microsoft solutions and continue with its digital transformation by focusing on improving its customer experience.

An essential part of building advanced systems and designing new innovative services is through strategic partnerships. The idea behind the cooperation with Microsoft, one of the global leaders in this segment is to further improve the Bank's systems and processes, bringing them to a new level, and to provide its customers with a great and seamless user experience.

Based on its and Microsoft's research Addiko Bank will, through strengthening internal systems and process improvements gain a better 360° insight into customer needs which will enable it to identify their desires more easily and provide them with consistently optimal and straightforward service. A key role in this process is the integration of banking systems that will provide real-time customer monitoring through relevant information being available to all process participants, those in branches, customer service and back office functions.

The new digital platform, optimized with the industry's industry-best practices, will enable Addiko Bank a strong step forward in digital transformation by providing more efficient services and improved user experience to its clients who are put in center of the Addiko's digital transformation.

Digital transformation and user experience are in the constant focus of Addiko Bank, which in 2017 introduced 'Addiko Chat Banking', a unique payment service via Viber and the concept of the modern digital 'Express' branch.

In the global market, the Microsoft Dynamics 365 business solution is at the very forefront of innovation, both in terms of new functionalities as well as the degree of integration of CRM and ERP concepts, as evidenced by excellent reviews and leadership positions in numerous renowned analyses.