



البنك التجاري الكويتي  
Commercial Bank of Kuwait

## About organization

Commercial Bank of Kuwait is one of the largest financial organizations in Kuwait which provides banking services to the individuals and enterprises. The bank's aim is digitizing business processes and introduce advanced technologies in order for better services our customers.



## Problem

The network of Commercial Bank of Kuwait includes 68 branches throughout the country. To deliver quality service in a timely manner, IT support staff had to respond immediately to tickets and calls, which requires additional resources which are not in the budget. In addition, the bank needs to improve our current centralized system of communication between the customers and call center agents.

## Solution

To improve business processes and at the same time reduce costs, Commercial Bank of Kuwait decided to deploy a flexible virtual banking system that would allow remote consultations via video kiosks — touchscreen PCs with connected headsets.

Commercial Bank of Kuwait implemented TrueConf Server, a video conferencing software server, which could operate in LAN/VPN and guaranteed secure data storage and transfer. With TrueConf client applications installed in video kiosks, bank's clients can directly contact remote call agents and solve their issues online. To maximize consultation effectiveness, operators can use team collaboration tools to share necessary documents with clients.

**Country:**  
The State of Kuwait

**Field:**  
Banking

**Implementation:**  
2018

**Website:**  
[www.cbk.com](http://www.cbk.com)

As a financial organization Commercial Bank of Kuwait requires uninterrupted operation and high quality of service. This is why the bank deployed a high availability configuration with two TrueConf Server instances: a primary and a backup.



“Thanks to TrueConf, we managed to deploy a budget-friendly video banking system that did not require complicated software, big-ticket equipment or large-scale developer support. By implementing TrueConf solution, we improved our quality of client service and optimized business processes with reduced costs.”

— Bader Qamhieh,  
Head of IT Department at Commercial Bank of Kuwait

## Results



The TrueConf-based virtual banking system enabled easy communication between clients and call center employees. More than 100 kiosks were installed to connect bank branches with the headquarters. Daily remote consultations are enjoyed by more than 1,700 clients throughout the country. Queues at the branches were drastically reduced, client's branch visit became enjoyable rather than a tiring experience.