

ADCB collects six awards from The Digital Banker for its corporate banking platform

Abu Dhabi, September 2023: In recognition of its regional leadership in corporate banking, Abu Dhabi Commercial Bank (ADCB) was commended in six categories by the Digital Banker; “Best Mobile App for Corporates”, “Highly Acclaimed – Best Bank for Cash Management in the Middle East”, and two “Outstanding Digital CX” awards for “Cash Management Platform” and “Trade Finance Initiative” at the Middle East & Africa Innovation Awards 2023, in addition to the “Best Bank for Trade Finance in UAE”, and “Best Trade Finance Platform Initiative” at the Global Transaction Banking Innovation Awards 2023.

These awards reaffirm ADCB’s success in offering customers superior products and services and in leveraging technology to curate a seamless banking experience. ADCB is spearheading the digital transformation of the region’s financial sector with industry-leading initiatives such as adopting SWIFT Global Payments Innovation tracking to increase transparency for customers around the status of domestic and international transactions, as well as continuing to enhance the ADCB ProCash mobile application to offer corporate clients integrated solutions to simplify cash management transactions.

In a statement, ADCB said: “These awards reaffirm our ongoing efforts to provide an exceptional banking experience, underpinned by digital capabilities, through channels which are personalised, secure and intuitive to use. ADCB’s focus on persistently gathering, and acting on, customer feedback allows us to respond swiftly to changes and trends in customer preferences to ensure that our products continue to fulfil the unique needs of all our clients, from small and medium-sized enterprises to large corporates. This results in high levels of customer engagement and loyalty, which further bolsters our commitment to developing our corporate and digital products to enhance ease of banking for all.”

ADCB continually invests in its digital and transaction banking capabilities, with more than 80 digital projects implemented in 2022 alone. Enhancements to the ProCash platform include augmented transaction tracking, facilitated app usage for people of determination, and upgrades to strengthen consumer protection. In the second quarter of 2023, transactions on the ADCB ProCash platform accounted for 97% of ADCB’s cash management transactions, while transactions on the ProTrade platform accounted for 63% of trade finance transactions. ADCB’s mobile banking app for corporates is consistently seen as a market leader on both iOS and Android platforms.

The Middle East & Africa Innovation Awards 2023 recognise preeminent regional banking institutions that have prioritised their clients and leveraged technology effectively. Winners are chosen by industry experts based on a proprietary scoring methodology and criteria including financial and market performance, client experience, digital innovation, and corporate strategy.