



Using BSI ISO 9001 to demonstrate Mashreq's commitment towards its customers

"This achievement is a key milestone for Mashreq and highlights the efforts put in by the Operations Group to ensure that service levels are at par with international standards. Attaining certification to ISO demonstrates Mashreq's ethos of continual improvement in order to better serve its customers."

H.E. Abdul Aziz Al Ghurair,
CEO of Mashreq

Customer needs

- Achieve a superior level of efficiency, reliability and effectiveness to meet customer expectations
- Ensure continual improvement and staff motivation
- Demonstrate an ongoing commitment towards customers
- Guarantee service levels on par with international standards

Customer benefits

- Enhanced brand reputation
- Framework for continual improvement
- Improved customer focus and assurance to customers of a professionally managed service at all times
- Creation of entire back-end processes assuring best-in-class services to all Mashreq customers

Company background

Mashreq is one of UAE's leading financial institutions with a growing retail presence in the region including Egypt, Qatar, Kuwait and Bahrain. The organisation provides banking and financial services to millions of customers and is one of the highest performing banks in the region.

Last year Mashreq recorded a net profit of AED 803 million from a total operating income of AED 4.4 billion over the same period. At the end of last year the total assets stood at AED 84.8 billion.

Customer needs

"At Mashreq our quest for continual improvement not only motivates our staff but the management system we have put in place provides the backbone to continually improve the service to our customers," says H.E. Abdul Aziz Al Ghurair, CEO of Mashreq. "Our management is committed in its pursuit of business excellence and with a robust quality framework in place we are able to guarantee our clients a superior banking relationship at all times."

Benefits

"Quality is a word that is frequently used but seldom measured," says Somnath Menon, Group Head, Operations & Technology. "Now that Mashreq Operations has been certified to the internationally recognised standard for quality management, ISO 9001, we are able to give our customers the assurance that our services and delivery standards are best in class." Eight quality management principles underpin this standard and support the Mashreq Group policy of providing excellent customer service through competent people in a consistent, seamless manner. The certification also demonstrates a focus on adaptability and continual improvement. The quality management processes defined by Mashreq means that customer needs and experiences are always at the forefront of the business. This solid foundation enables the company to plan and act with greater confidence, and to be more competitive in responding to changing market conditions.

One of the highlights of the new system is that it not only brings a higher level of focus to customer service but it has also addressed critical pro-

cesses. These have been re-engineered, constantly measured, quantified and continually worked-on by a team of experts to ensure superior levels of efficiency, reliability and effectiveness to meet customers' expectations.

Why BSI?

Mashreq has established a long and successful relationship with BSI since 2004, so consequently the decision was made to extend the standard across the whole business. Mashreq has worked closely with BSI to determine the requirements and understand the interpretation of various aspects of the standard.

All system requirements were already in place, but they needed to be re-viewed to ensure the specifications of the ISO 9001 quality management systems standard were met.

"The development process was easier than expected," says H.E. Abdul Aziz Al Ghurair. "With a best practice framework in place, provided by ISO 9001, we are confident that customer focus and continual improvements are now truly embedded within the culture of our organisation."

Your business could benefit from ISO 9001, just like Mashreq. To find out more visit www.bsigroup.ae

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