With the rollout in our branches of the Vertera teller cash recycler, we believe that we are today making a great leap forward in customer service delivery.

Dr. Bernd van Linder  Managing Director  Saudi Hollandi Bank
Saudi Hollandi Bank, the first operating bank in the Kingdom of Saudi Arabia, was founded in 1926.

Originally it was known as ‘The Netherlands Trading Society’, and operated out of one office in Jeddah. Its main business at the time was providing financial services to Haj pilgrims from Indonesia. As it was the only bank in the Kingdom at the time, it acted as the central bank, keeping the Kingdom’s gold reserves and receiving oil revenues on behalf of the Saudi Arabian government. In 1928 the Saudi Riyal, a new silver coin commissioned by the Late King Abdulaziz, became the Kingdom’s first independent currency. The Netherlands Trading Society office in Jeddah had the honour of assisting the government with the launch of the local currency.

In 1954 the Netherlands Trading Society expanded its operations in the Kingdom by opening two additional branches, in Al Khobar and Dammam, in the Eastern Province.

In 1969, ABN Bank was one of the first foreign banks to implement the Saudisation initiatives set forth by the Saudi Arabian Monetary Agency (SAMA) and became the model for other foreign banks in the Kingdom. In 1977 the Saudi Hollandi Bank was established as a joint-venture company with a paid-up capital of SAR 35 million. The branch network was expanded to include Riyadh, Jubail, Makkah, Hofuf, Madinah, Qatif and other regions.

Over the ensuing years the bank continued to expand and develop, introducing a number of technical innovations in banking and expanding both its range of products and services and its customer base. In 2006, the bank celebrated 80 years of providing loyal service to the citizens of Saudi Arabia. The bank’s paid-up capital amounted to SAR 3,307 million as of March 2010. Saudi Hollandi Bank employs over 1,447 staff with a Saudisation ratio of over 87% and operates 43 branches, 12 Ladies Branches, 30 Preferred Banking Centres for both gentlemen and ladies and 235 ATMs providing banking services throughout the Kingdom.
The branch experience

One of the Bank’s strategies was to use the latest technology available to provide an improved and faster service to their customers in the branches. In addition, the Bank also wanted to enhance their branch operation, particularly cash processing and reconciliation.

SHB also wanted to improve the productivity and skill level of their staff by giving them the opportunity to enhance their customer skills, leading to improved career development, whilst increasing customer satisfaction. To achieve this, the Bank realised it was essential to change the focus of their tellers away from processing cash transactions to create greater opportunities to cross-sell other products and services.

The solution

For Saudi Hollandi Bank, the experience customers receive when entering their branches was a driving influence for their branch refurbishment. They needed to deal effectively with customers who came to perform cash transactions in their branches but at the same time, provide a high level of customer service and develop potential sales leads.

To achieve this involved change in branch design, staff training and investment in teller automation. The Glory Global Solutions’ Vertera® teller cash recycler was chosen to take part in a pilot installation in 3 of Saudi Hollandi Bank’s branches. During the pilot, both tellers and branch managers were very positive about the Vertera and could see the benefits that could be derived for the Bank, in terms of speed and performance at the teller position.

Working together with local partner ABANA, enabled Glory to offer the Bank a true partnership approach to the project’s implementation. The combined support, experience and expertise of Glory and ABANA was key to the Bank’s decision to select the Vertera as the solution to its branch redesign and modernisation initiative.

As an official Glory business partner ABANA were able to provide SHB with a dedicated Product Manager and Product Support Specialist including both after-sales and technical support.

Vertera teller cash recycler

- Reduced customer wait time
- Increased customer engagement
- Reduction of monotonous and repetitive tasks
- Elimination of manual banknote authentication
- Under-counter ergonomic design
- Increased up-sell/cross-sell opportunities
- Enhanced performance and availability
- Full range of advanced detection and authentication sensors
- Expert design for teller/customer environment
The outcome

With the pilot sites delivering upon the Bank’s expectations, the first 30 Verteras were installed during 2009, with a further 60 units due to be installed.

Saudi Hollandi Bank has seen an immediate impact in cash reconciliation speeds. Before using the Vertera, it used to take a teller up to one hour to perform this process, now it takes only a couple of minutes. Mistakes and miscounts no longer occur as the manual counting of cash has been eliminated.

By using the Vertera, the Bank has been able to remove the security glass between the teller and customer in their branches, allowing the teller to interact more with customers and to personalise the service they deliver.

Tellers have reported feeling more at ease when handling cash, as the Vertera offers secure storage and all transactions are automatically recorded. Transaction times per customer have also decreased by 30% and the Bank has been able to develop the traditional teller role to that of a customer service representative and sales person.

Dr. Bernd van Linder, Managing Director of Saudi Hollandi Bank comments, “With the rollout in our branches of the Vertera teller cash recycler, we believe that we are making a great leap forward in customer service delivery. This means that we can serve our customers in a more pleasant environment – they can sit down comfortably while transacting, and it means that our staff and our customers can enjoy a much more natural interaction.

We also believe that the Vertera will bring benefits to our staff. Our Service Agents, as we call our staff that use the Vertera, will have better career progression prospects. This is because they will have more opportunity to interact with customers directly and we are confident that this, in turn, will improve their overall sales and service skills – these are very important skills in today’s increasingly competitive market within the Kingdom.”

Mr. Murray Sims, General Manager of Personal Banking at Saudi Hollandi Bank, added “The Vertera from Glory has greatly improved the way our branches operate and the interactions our staff have with customers. I have received nothing but very positive comments from customers about the welcoming, open space environment and our informative as well as helpful staff. Our employees are also very pleased with the new technology and their new responsibilities.

“"The Vertera from Glory has greatly improved the way our branches operate and the interactions our staff have with customers.""  

Mr. Murray Sims General Manager of Personal Banking Saudi Hollandi Bank
The Glory Global Solutions Commitment

Glory Global Solutions is a world expert in cash management delivering technology and service solutions that provide security, productivity and innovation to our customers in more than 100 countries worldwide. These solutions are supported by the technical expertise of Glory Group of Japan, a pioneer in the development and manufacture of money handling machines across the financial, retail, vending, amusement and gaming industries for nearly 100 years.

The company is committed to meeting society's wide ranging needs for accurate, secure financial transactions between individuals and businesses, and between businesses.

As a responsible organisation we maintain a disciplined approach to our corporate governance and operate to the optimum professional and ethical standards in all aspects of our business. Glory Global Solutions strives to be an exemplary employer, and will always seek to provide a fair, safe and productive work environment where all employees can grow and be challenged. Wherever we operate, our objective is to contribute actively to the community and the local environment including consistent environmental responsibility.

Our philosophy, business priorities and everyday practice are summarised in a single commitment:

We Secure the Future.