



# EMIRATES TOWERS

## FUTURE BANKING LAB

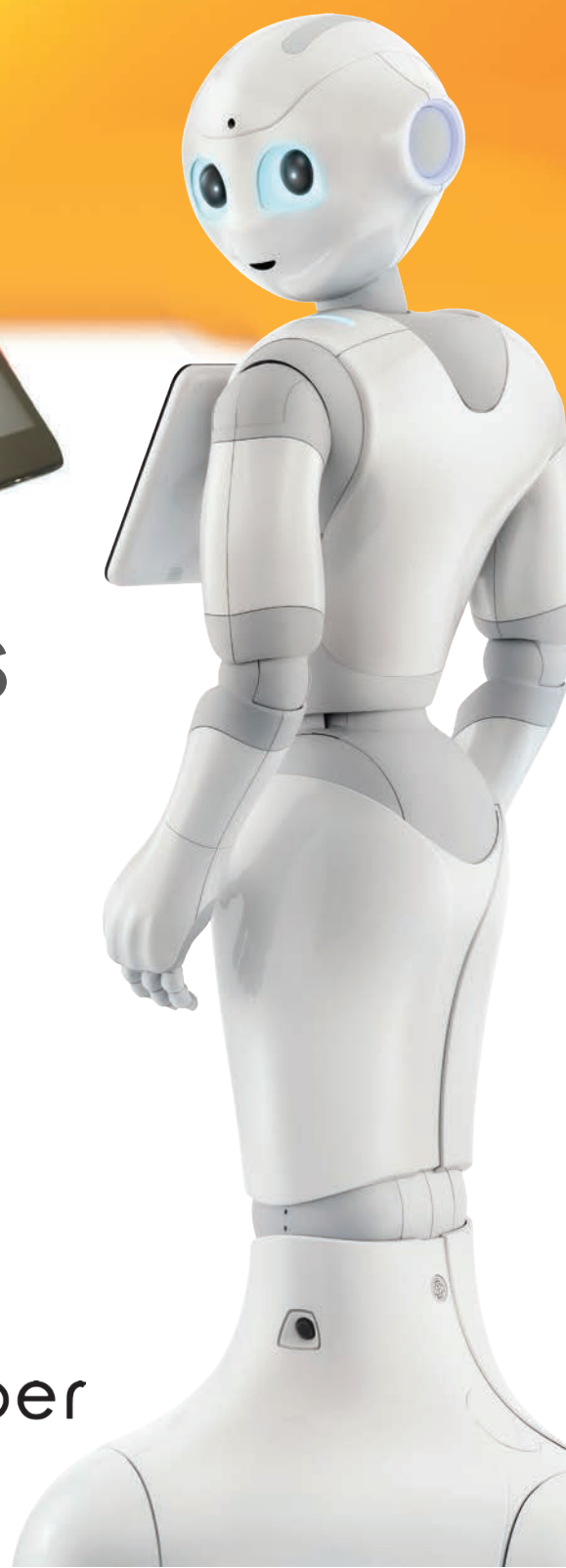
---

# DUBAI

## SEPTEMBER 2016



pepper



# THE CLIENT

---

Emirates NBD, the **largest bank** in the GCC.



# THE CHALLENGE

---

---

Emirates NBD has created a special branch to show how the future of banking looks like.

**The Future Lab**, strategically placed in the exclusive mall at **Emirates Towers**, is a hub where the latest banking technologies, that will change the way we interact in financial services, are showcased. Customers can trial the technologies and collaborate in the development of innovative products and services.



# PEPPER'S ROLE

At the entrance to the branch, Pepper the humanoid robot welcomes and attracts people as well as performing a number of key tasks that make the experience infinitely more effective and unique. Pepper enables by:

**Issuing queue token**, according to the service requested, that is sent directly to the user's phone, thanks to the integration with the bank's Queue Management System.

**Introducing** the most recent **services** and **touchpoints** released by Emirates NBD to make customer's life easier.

**Giving a tour of the branch** and what customers can experience inside.

Asking a few question to **measure customers' satisfaction**. The results are directly integrated with **Dubai Happiness Meter** interface. This is a unique online tool from the government of Dubai to measure happiness in the Emirate of Dubai and a world first.

This project is a **world first outside of Japan** where Pepper has applications developed by YAS Digital Media that interface to core banking systems.

Pepper is the **star of the Future Lab**, despite being surrounded by cutting edge technology installations. It is also the most visited and positively commented on application.



# KEY NUMBERS

---



93%

customers are likely to **recommend** Emirates NBD to their friends and family.

79%

visitors who are not Emirates NBD clients are likely to **open an account** with the bank based on their visit experience.

# OTHER APPLICATIONS

Following the success of the Future Lab, Emirates NBD decided to deploy Pepper in another prestige location, with a similar degree of interaction and higher traffic: **Dubai Mall**, the iconic, largest and arguably most famous mall in the world, home to **1,200 shops** and visited by more than **740,000 people** every week.

Pepper constantly **attracts and engages large groups of people**, both existing clients and passers-by to the Emirates NBD branch.



# EVENTS

---

So far, Pepper has been invited to be the host of **three major corporate events** for Emirates NBD, speaking on a stage in front of large audiences including **VIP's and royalty**, for which YAS has developed specific applications. The response from the audience was highly enthusiastic. Emirates NBD has many interesting development plans for Pepper for 2017 and beyond with YAS Digital Media for customer engagement and interaction.



DISCOVER  
**MORE**

---

[meetpepper.it](http://meetpepper.it)