



Leading Islamic Financial Institution Makes Use of SMS

One of the leading Islamic fast growing financial institutions in Saudi Arabia, serving affluent individuals and successful national corporations in the region, have been making use of SMS services from HSL for a number of years.

Over the years the financial institution has achieved progressive growth providing customers with innovative, high quality Sharia-compliant banking and investment products in conventional and Islamic finance sectors. The bank currently operates 16 branches covering all major business areas throughout Saudi Arabia.

The financial institution, as part of their innovative approach to customer services, wished to communicate financial updates to their customers quickly and easily. As such, the financial institution identified SMS as an ideal communication method to meet their requirements.

HSL were therefore approached to provide SMS services that would allow them to communicate with their customers quickly, reliably and securely. The decision to use HSL was based on HSL's technically advanced and highly reliable SMS delivery infrastructure.

HSL's SMS delivery infrastructure comprises three geographically separate and independent customer facing sites, and links directly into the infrastructure of multiple mobile network operators. The configuration includes geographic redundancy and redundant links via different suppliers between all sites.

The financial institution have been making use of HSL's mobile messaging services for a number of years with their volumes of SMS continuing to increase. A branded originator address / source address is configured on the account which allows the financial institution's customers to immediately identify who the SMS message received is from. These information alerts allow the customer to be fully up-to-date on news quickly and conveniently.

The growth of SMS within the Middle Eastern marketplace and worldwide has been phenomenal over the last number of years with further growth anticipated. A number of corporate enterprises globally, both within the financial sector and various other sectors, are realising the potential of SMS as a corporate communication tool allowing them to increase efficiency and to help them better serve their customer needs, delivering often critical messages quickly, reliably and in a time-sensitive manner.