

Publication	Gulf News – Business
Country	UAE
Circulation	109,910
Date	24 March 2018
Page	10



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ENBD launches self-service banking initiatives

Emirates NBD introduces Braille-enabled account opening

DUBAI

Emirates NBD said it has launched major innovation-driven initiatives which enable self-service banking for people with disabilities (people of determination) in the UAE. Led by its flagship advocacy platform #TogetherLimitless, the bank continues to drive the financial inclusion of people of deter-

mination in the UAE with the aim to make Dubai a disability-friendly city by 2020.

Emirates NBD has introduced a Braille-enabled account opening service to empower its customers with visual disabilities in conducting independent transactions. The technology converts account opening forms and personal information into either English or Arabic Braille, and allows customers to independently review and provide consent on their experience, instead of relying on external assistance.

The bank has also piloted the implementation of a hear-

ing loop in its Jumeirah branch to offer customers with hearing disabilities an improved and superior branch experience. A simple yet effective tool, the hearing loop cuts out unwanted distortions and noise to offer people with hearing aids an enhanced and more user-friendly branch experience.

The bank also launched its first workshop to train 36 branch managers and service ambassadors in the basics of American Sign Language (ASL) with plans to conduct more over the course of this year.

— Staff Report