

# EmiratesNBD accelerated the approval rates of applications by 42.75% using Axonify

Learners who used Axonify 5 times a week saw 63% overall improvement

**92%** Voluntary Participation

**21%** Knowledge Growth

**4 – 5 times a week** Log in Frequency

## Training Objective:

- Increasing the # of product application acceptance rates.
- Improve Customer experience and reduce complaints

## Target Audience:



**Retail Banking**

## Learner Feedback:

**89%** agreed Axonify helped them be more efficient at their job

**89%** agreed Axonify had helped increase their knowledge

Services	Approval %
Credit Limit Approval	+57%
Successful Account Opening	+9%
Auto Finance & Mortgage (Early Settlement)	+60%
After Sales Transaction (Early Settlement)	+45%

“ Axonify is very supportive in refreshing knowledge on Policy, Procedure and Product of ENBD ”

“ Since we started using Axonify my knowledge of all our products has increased ”