

How can Meezan Bank become the retail bank of choice for customers in Pakistan?

- ✓ Wanted to inspire newcomers to sign up for its services
- 📄 Aimed to offer a fast, straightforward account opening experience
- 🔄 Replaced slow, paper-based processes with digital workflows
- 💰 Saves \$1m over 2 years by eliminating paper-based processes
- 1 DAY Cuts account opening process to 1 day, improving the customer experience
- 👤 Attracts new business and sharpens the bank's competitive edge

