

BisB Launches ‘BisB Business’ App for Corporate and SME Customers

New mobile platform provides secure, anytime access to cash management, payments, and trade finance

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Bahrain Islamic Bank (BisB), the leading provider of innovative Islamic financial solutions for simplifying money matters in the Kingdom of Bahrain, has launched ‘BisB Business’, a dedicated mobile application that enables corporate, institutional and SME customers to manage their daily banking requirements more easily, securely and efficiently. The launch expands the Bank’s digital business banking offering and gives companies faster access to essential services wherever they operate.

Available on smart devices, the application brings cash management, payments and trade finance together in one secure, user-friendly platform. It is designed to serve a broad range of business customers, from SMEs to large corporations, helping them complete transactions, manage financial operations and maintain greater visibility and control over their banking activities.

‘BisB Business’ will become the Bank’s primary mobile application for business banking services and will operate alongside BisB’s web-based corporate banking platform. This gives customers continuous access through their preferred digital channel while maintaining a consistent and secure banking experience.

BisB will support customers as they move to the new application through direct communication, awareness initiatives and tailored guidance, helping ensure a smooth transition



Yousif Ali Engineer, Acting Chief Corporate and Institutional Banking Officer at BisB

and uninterrupted access to services.

Commenting on the launch, Yousif Ali Engineer, Acting Chief Corporate and Institutional Banking Officer at BisB, said: “Businesses increasingly expect banking services to match the speed and flexibility of their daily operations. BisB Business brings essential services together in one secure mobile platform, giving companies greater control over their finances and more time to focus on growth. By serving SMEs and larger institutions through the same streamlined experience, the app strengthens our role as a long-term banking partner and supports Bahrain’s transition towards a stronger digital

economy.”

BisB will continue to enhance the application with additional features and capabilities that simplify banking and deliver greater value to business customers. The launch forms part of the Bank’s continued investment in its digital channels and its role as a long-term banking partner supporting the growth and digital transformation of Bahrain’s business community.

BCFC Launches a Revamped Sahel App Experience with AI Assistants ‘Suhail’ and ‘Suhaila’

An update powered entirely by Bahraini Talent

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Bahrain Commercial Facilities Company (BCFC) announced an update to the user experience and interface (UI/UX) of its award-winning Sahel App, in a move that reflects the Company’s ongoing commitment to advancing its digital transformation and delivering a smoother, smarter experience for its customers. The update, developed entirely by the Company’s own Bahraini team, introduces an entirely new home screen, an enhanced loyalty page, expanded points-redemption options, and two AI-powered assistants, Suhail and Suhaila.

The new home screen gives customers faster, smoother access to their financing products and services and their after-financing services within a single, well-organised, easy-to-use interface, while the enhanced loyalty page allows them to view, manage, and redeem their loyalty points and rewards, all from one place.

The new redemption options give customers greater flexibility in using their points: they can redeem them for cash back, through Batelco’s ‘Jawaher’ loyalty program, or convert them into travel miles with a number of airlines – Etihad Guest miles with Etihad Airways, Avios with Qatar Airways’ Privilege Club, and ‘FalconFlyer Programme’ to redeem miles with Gulf Air, the national carrier of the Kingdom of Bahrain, in addition to “Shukran” points. Customers can also donate their points to the Royal Humanitarian Foundation and the Zakat and Charity Fund, with the Company planning to add



Mr. Ali Ebrahim Al-Marzooq, Chief Technology Officer at Bahrain Commercial Facilities Company

further redemption options to be announced soon.

As part of its efforts to enrich the customer journey, BCFC has launched two AI-powered assistants within the app, Suhail and Suhaila, which offer customers direct help in navigating the app, submitting applications, redeeming points, browsing services, and obtaining information related to their services. This initiative, developed by a Bahraini team of the Company’s own talent, marks the Company’s first step in harnessing artificial intelligence to elevate its customers’ digital experience, reflecting its commitment to investing in national talent, while the two names were chosen to align with the Sahel identity.

On this occasion, Mr. Ali Ebrahim Al-Marzooq, Chief Technology Officer at Bahrain Commercial Facilities Company, said: “We have not merely refreshed the interface; we have redesigned the entire Sahel app experience to be smoother and closer to our customers’ needs. With the launch of our AI assistants, Suhail and Suhaila, developed by a Bahraini team, we are placing the power of artificial intelligence in our customers’ hands as a first step that opens broader horizons for enriching their digital journey around the clock. We reaffirm our commitment to continued investment in advanced technologies in a way that consolidates our leadership in the financial technology sector in the Kingdom of Bahrain.”

Sahel is a comprehensive digital platform for all the financing and insurance services offered by BCFC to its customers, enabling them to apply for financing products and services in a few simple steps without visiting a branch, as well as to view details of their credit cards, personal finance, vehicle finance, and insurance services, with instant access to virtual credit cards for use online or in stores.

Sahel has won the Bahrain Digital Content Award for the second consecutive year (2024 and 2025), in addition to the IBS Intelligence Digital Banking Award for 2024, reflecting the Company’s leadership in digital transformation and financial technology.

Customers can enjoy the new experience by downloading the Sahel app or updating it to the latest version, or by visiting the nearest branch of the Company across the Kingdom.

TRA publishes 2025 Consumer Experience Survey to strengthen consumer outcomes and enhance telecommunications services in Bahrain

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The Telecommunications Regulatory Authority (TRA) has published the 2025 Consumer Experience Survey, providing a comprehensive assessment of residential consumers’ experiences with telecommunications services across the Kingdom of Bahrain. The survey offers valuable insights into consumer perceptions of network performance, digital and physical service channels, customer support, and complaint handling. The survey supports the Authority’s ongoing efforts to promote a competitive market that delivers high-quality services to consumers.

The survey, conducted among 3,000 residential consumers across Bahrain, examined the consumer journey through three key dimensions: Network and Services Experience, Channels Experience, and Support and Complaint Experience. It assessed both overall satisfaction and detailed service attributes, providing an evidence-based view of market performance while identifying areas where further improvements can enhance the consumer experience.

The findings indicate that consumers continue to report positive experiences across many aspects of telecommunications services, particularly in network reliability, digital engagement channels, and the professionalism of customer service interactions. Compared to the 2022 survey, the results also demonstrate notable improvements in the proportion of consumers who were delighted with key aspects of their experience, including outdoor network coverage (+13%), indoor network coverage (+11%), and service transparency (+11%). At the same time, the survey highlights opportunities for further improvement in areas such as complaint resolution, and consumer awareness of available telecommunications services and regulatory protections.

Commenting on the publication of the survey, the General Director of the Telecommunications Regulatory Authority Mr. Philip Marnick said:

“Consumers remain at the heart of Bahrain’s telecommunications sector. The Consumer Experience Survey provides an important evidence base that en-



Sh. Abdullah Bin Hamoud AlKhalifa, Director of Consumer and Communications



Mr. Philip Marnick, General Director of the Telecommunications Regulatory Authority

ables the Authority and licensed operators to better understand consumers’ expectations and identify opportunities to further enhance service quality. As the sector continues to evolve, the Authority remains committed to promoting effective competition, protecting consumer interests, and encouraging continuous improvement across all aspects of the telecommunications market.”

The Director of Consumer and Communications Sh. Abdullah Bin Hamoud AlKhalifa added: “This survey goes beyond measuring satisfaction by examining the experiences consumers have throughout their interactions with telecommunications service providers—from selecting services and using network

services to accessing support and resolving complaints. The insights generated will support the Authority’s regulatory work and provide operators with valuable benchmarks to strengthen customer experience, improve transparency, and enhance consumer confidence.”

The Consumer Experience Survey forms part of the Authority’s ongoing market monitoring programme and complements



other consumer-focused initiatives undertaken by the TRA to assess service quality, strengthen consumer protection, and encourage continuous improve-

ment across the telecommunications sector.

The full 2025 Consumer Experience Survey is available on the TRA website.