

# business

## Al Salam Bank inks MoU with Kingdom Properties

The bank will provide property financing in Janayin Al Hamala project

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Al Salam Bank-Bahrain, one of the pioneering Shari'a-compliant banks in the Kingdom, has signed a Memorandum of Understanding (MoU) with the Kingdom Projects to facilitate property financing solutions for customers wishing to buy luxurious villas in the Janayin Al Hamala project. The project also includes residential villas that fits the criteria of Mazaya programme (formerly known as Social Housing Financing Program) from the Ministry of Housing.

The project comprises of 148 luxurious villas ready to deliver that are designed to meet the requirements of a modern Bahraini family and it offers customers with 5 different types of villas, ranging to 220m<sup>2</sup> that consists of 4 bedrooms, 3 bathrooms, large majlis room, living room, kitchen, balconies, store, housekeeping room and 2 parking spaces.

Present at the signing ceremony held at the bank's head-quarter office in the Bahrain World Trade Center were: An-



Al Salam Bank and Kingdom Properties officials during the signing ceremony



The project comprises of 148 luxurious villas ready to deliver

war Murad, First Deputy CEO of Al Salam Bank-Bahrain and Kingdom Projects and senior

officials at the bank.

Speaking at the signing ceremony, Anwar Murad, First Deputy CEO of Al Salam Bank-Bahrain said: "The partnership between the two institutions will enable to provide financing to all Mazaya beneficiaries, which includes competitive profit rates, flexible financing terms, without a down payment on the amount subsidized by the Government of Bahrain and they can also benefit from obtaining a top-up of the financing amount on their subsidized financing facilities. In addition, customers who are not eligible for Mazaya

program and who wish to purchase a villa in the Janayin Al Hamala project can also avail our Shari'a-compliant financing solutions.

The Janayin Al Hamala community will abound with approximately 1,000 affordable residential dwelling units on either side of the subdivision plus recreation parks in each locality and in parallel with the main township road. The Project is strategically situated in an area conducive for residential villas, apartment buildings and community development with its recreational parks.

## BBK, Orchid Developers join hands

BBK will provide mortgage financing to the customers of Orchid Plaza

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BBK, Bahrain's pioneer in retail and commercial banking, yesterday signed a Memorandum of Understanding (MOU) with Orchid Developers, initiating a strategic partnership agreement, through which BBK will provide mortgage financing to the customers of Orchid Plaza.

Orchid Developers, a real-estate and development company, is one of the first in Bahrain to offer freehold commercial and residential projects with more



BBK and Orchid Developers after signing the MoU

than 175 units of residential and commercial properties already delivered to its customers. Under the terms of the agreement, Orchid Plaza customers who require funding in the form of mortgage loans will be advised to consider BBK being the end

user funding partner.

Announcing the strategic partnership, Reyadh Sater, BBK Chief Executive, said: "In our continuous efforts to provide our customers with the best services and to facilitate the sale of the Freehold Projects, we are

pleased to enter into a strategic partnership with Orchid Developers whereby customers from all nationalities residing in the GCC who wish to own a property in Orchid Plaza will enjoy excellent interest rates and loan terms from BBK.

## Discounted rates for Ithmaar Bank cardholders

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Ithmaar Bank has renewed an agreement with the Kingdom's national carrier, Gulf Air, granting the bank's credit card and debit cardholders exclusive discounts on tickets purchased on the Gulf Air website, gulfair.com until March 31, 2019.

The offer is applicable to all Gulf Air's online fares for both Falcon Gold (business class) and economy class tickets. A discount code will be distributed



Ithmaar Bank and Gulf Air officials renewing the agreement

to all Ithmaar Bank cardholders.

"In line with our customer-centric approach, we aim to give our customers the greatest value possible," said Ithmaar Bank Deputy Chief Executive Officer, Banking Group, Abdul Hakeem Al Mutawa.

"We are continuing this activity with one of the Kingdom's premier banking institutions for the third consecutive year," said Gulf Air Deputy Chief Executive Officer Captain Waleed Abdulhameed Al Alawi.

## Karak Break!



MOHAMED ISA

## The 30-Minutes Promise!

In 2016, I moved my business email from Yahoo! to Microsoft Office 365. A friend of mine helped me set up the email including my email signature because I had no clue how to do it. After a while, I wanted to update my signature, so I went to the email settings to do so. I struggled and scabbled without any success. I searched the "Help" pages. I went to YouTube. I visited Unofficial Help Forums by 365 users. Again, no progress. I wasted so much time on this task. It was frustrating.

It was time to contact Microsoft Support Center. Using its App on my iPhone, I clicked on "Support" and then filled a simple form with two fields: "Tell us more about your problem here" and "Phone Number." When I clicked "Submit," this delightful message showed up: "Your support ticket has been created. An agent will call you within 30 minutes!" I was delighted because Microsoft will resolve my issue soon. A "real" person will speak to me to guide me through the process. How fantastic is that!

I received the call within only 17 minutes! Microsoft honored its promise of calling me within 30 minutes. This is what I call service speed and reliability. Can you imagine how many service tickets they receive globally? It must be in the thousands, and yet, they are successful in keeping this promise regardless of your time zone.

It was Rona on the line. She asked me to visit a website to begin the "Remote Assistance Support from Microsoft." And then she provided me with a password to download a small program to enable her to see my laptop screen. After that, I started seeing a big red dot on my screen, and with that dot, Rona was guiding me through the different menu screens to update my email signature. The process was seamless. I gave Rona a five-star rating in the Feedback Form after we finished.

Have you had such an excellent service before? Or are you among the many unhappy customers who waited and waited endlessly for your service providers' help when you needed their help the most? I hear you. I feel you. And I sympathize with you. Just like you, I waited for my plumber, electrician, carpenter, mechanic and the list of broken promises goes on and on. Unfortunately, it does not stop here; it goes on to include highly educated and qualified professionals including managers, directors and sometimes Chief Executive Officers!

Honoring your promises to your customers is at the heart of service excellence. It can spell the difference between retaining them for a lifetime and losing them to your competitors. Be like Microsoft. Keep your promises!

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One of the winners of Kuwait Finance House-Bahrain's 'Libshara' draw for May 2018 at its headquarters at Bahrain World Trade Centre. The May 2018 winners included Rabab Husain Ahmed who won the grand prize of \$50,000; Ali Mohamed Burshaid and Mohamed Khalifa Albenjasim who each won a cash prize of \$10,000; Yusuf Ebrahim Aljasim and Abdulrahman Yusuf Albalooshi, both won a cash prize of \$5,000 each. Eighty winners also received various other cash prizes for other categories and segments. The draw was held under the supervision of the Ministry of Industry, Commerce and Tourism and in the presence of Subah Abdullatif Al Zayani, Deputy Head of Retail Banking Group at KFHBahrain along with several officials from the bank. The 'Libshara' campaign will reward winners with luxury apartments located at Marrasi Al Bahrain, a leading project in Diyar Al Muharraq. An additional 85 winners will benefit from monthly prizes worth \$140,000