

Syariah Banking

Access to the comprehensive Bank Danamon services platform through a migration to the bank's IT system (ICBS) has truly empowered Bank Danamon's Syariah customers in 2006.

In addition to 10 dedicated Syariah branches, customers now have access to the full range of Bank Danamon's services and facilities through conventional branches, and over 11,000 ATMs in the Bank Danamon shared network. The wider spectrum of services now available to Syariah customers includes the 24/7 use of Danamon Access Centre, e-banking and mobile phone banking facilities.

In line with its strategy to be recognised as one of the leading financial institutions in this market, Bank Danamon Syariah upped the tempo of its marketing campaigns through a variety of communication channels targeting the modern middle-to upper-class market. The unit continues to offer a number of funding products, current accounts, investments, home and vehicle ownership financing, and profit sharing financing. In salute of its success in fostering customer loyalty, the Syariah unit was awarded the Indonesia Banking Loyalty Award (IBLA) 2006 from Infobank and MarkPlus Research.

Still in its early stages, Syariah banking in Indonesia currently accounts for 2% of the total assets for the financial services industry - a figure expected to multiply over the next few years.



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