



MEDIA RELEASE

MORE THAN 5,000 BANKING AND FINANCIAL SERVICES SECTOR PROFESSIONALS RECEIVE PRESTIGIOUS EXCELLENT SERVICE AWARD

Singapore, 19 October 2016 – Over 5,000 officers from the banking and financial services sector received excellent service awards at The Association of Banks in Singapore's (ABS) 10th annual Excellent Service Award (EXSA) Ceremony for the banking and financial services sector held at the Marina Bay Sands Convention Centre today.

Launched in 1994, EXSA is a national award supported by SPRING Singapore that recognises individuals who have delivered quality service. It seeks to develop service models for staff to emulate and to create service champions.

This year, there were almost 800 more award recipients as compared to last year. There was also an increase in the number of participating banks which included two Chinese banks participating for the first time – Agricultural Bank of China and Industrial and Commercial Bank of China (ICBC). This increase is an indication that a growing number of service professionals are dedicating themselves to upholding service excellence and delivering quality in their profession.

The awards were presented to 1,487 Silver, 1,082 Gold and 2,744 Star winners from 15 banks and financial institutions, many of whom have been commended by customers and have received other service-related awards in recognition of delivering outstanding service.

The participating banks and financial institutions are Agricultural Bank of China, ANZ Banking Group, Bank of China, CIMB Bank, Citibank, DBS Bank, HSBC, ICBC, Maybank, NETS, OCBC Bank, RHB Bank Berhad, SGX, Standard Chartered Bank and UOB.

Besides the overall increase in the number of recipients, more recipients were also awarded the Star award, the highest of the three categories. This is testament to the growth in quality service delivered within the banking and financial arena.

Nine of the Star awardees were nominated to vie for the highest accolade – the acclaimed ABS Service Excellence Champion 2016 title which honours the recipient for his or her exemplary and exceptional service. The nominees were:

- 1) Ms Gladys Tan, Client Associate, ANZ Banking Group
- 2) Ms Jocelyn Chong, Checker, Bank of China
- 3) Ms Thee Yun Rou Jojo, Implementation Manager, CIMB Bank
- 4) Ms Chua Xin Yun, Customer Service and Team Manager, DBS Bank
- 5) Ms Dulce Plaza Ward, Premier Service Manager, HSBC
- 6) Ms Yvonne Nyam, Branch Manager, Maybank
- 7) Ms Glenda Tan, Customer Service Manager, OCBC
- 8) Ms Frances Yeo, Senior Associate, Singapore Exchange
- 9) Ms Cristalabelle Leong, Branch Service Manager, UOB

(Note: The name of Service Excellence Champion, photo and write-up on the winner will be sent by the bank no later than 8.30/8.45 pm)

A panel of five judges was tasked to select the Champion based on six criteria:

- 1) Service attitude;
- 2) Handling of a difficult service situation;
- 3) A service improvement contribution;
- 4) Communication skills including tone and body language;
- 5) A personal statement on why he or she should be the Champion; and
- 6) Appearance and personality

Mrs Ong-Ang Ai Boon, Director of ABS, said: “In the digital age, hardware and software can never replace the human touch in customer service. Surveys have found that the majority of consumers still prefer dealing with human beings over digital channels to solve their issues and get advice at the banks.”

The EXSA is also awarded to service professionals in six other industries, namely Attractions, Food & Beverage, Hospitality, Land Transport, Public Service and Retail. It is managed by seven lead associations (Association of Singapore Attractions, Association of Banks in Singapore, Singapore Hotel Association, Land Transport Authority, Public Service Division, Singapore Retailers Association, and Restaurant Association of Singapore) and supported by SPRING Singapore

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About the Excellent Service Award

Launched in 1994, the Excellent Service Award or EXSA is a national award that recognises individuals who have delivered quality service. It seeks to develop service models for staff to emulate and to create service champions.

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About The Association of Banks in Singapore

The Association of banks in Singapore (ABS) plays an active role in promoting and representing the interests of the banking community in Singapore. In doing so, ABS works closely with the relevant government authorities towards the development of a sound financial system in Singapore. Since its establishment in 1973, ABS has promoted common understanding among its members and projected a unifying voice on banking issues. It has brought its member closer together through various guideline and banking practices as well as the support of projects of mutual benefit to face the challenges of the financial and banking community in Singapore. Today, ABS has a membership 150 local and foreign banks. Further information on ABS is available on the website: www.abs.org.sg