



Press release

Standard Chartered Saadiq wins Digital Banker award for excellence in digital customer experience

Jun 01 2021, Dhaka – Standard Chartered Saadiq Bangladesh has won the prestigious Best Islamic Bank for Digital CX (customer experience) - Bangladesh Award (DCX 2021) by the Digital Banker. The award was conferred based on a comprehensive audit grade evaluation in which the bank successfully fulfilled all criteria measuring superior digital customer experience.

The Digital CX Awards 2021 (DCX 2021) are co-judged by PWC, Deloitte, Forrester and Capco. DCX 2021 is the world's only assessment programme dedicated to recognising excellence in Digital Customer Experience across the Financial Services sector. The program exists to assess the rapidly changing expectations of customers in the digital economy.

Sabbir Ahmed, Head of Retail Banking, Standard Chartered Bangladesh said, "I am delighted that our team's pursuit of excellence has been recognised once again. This was possible thanks to the trust placed in us by our clients, regulators and all of our stakeholders. Islamic finance in Bangladesh is approaching an inflection point. By leveraging enhanced technology to deliver a superior customer experience, we hope to serve the continuously evolving needs of our valued clients."

Standard Chartered Saadiq is the only international Islamic banking proposition in Bangladesh for both retail and corporate clients, with a network spanning across Asia, Africa, and the Middle East that provides an unparalleled network advantage to clients seeking access to new markets through Sharia-compliant product offerings. Through its network, Standard Chartered Saadiq is acting as a key driver in facilitating business matching opportunities for local businesses in their global expansion.

2021 marks 16 years of operation in Bangladesh for Standard Chartered Saadiq. It has led the way in Islamic Banking by introducing a number of 'firsts', from introducing the first Islamic credit card in 2007 to arranging the first Sukuk transaction in the market in 2019. Its continuous focus on excellence has seen it being recognised through a host of international awards, including the Asset Triple A Islamic Finance Award, The Banker Islamic Bank of the Year and Global Finance Best Islamic Financial Institution, recently.

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For further information please contact:

Bitopi Das Chowdhury
Head of Corporate Affairs, Brand & Marketing, Bangladesh
Standard Chartered Bank
Email: BitopiDas.Chowdhury@sc.com

Note to editors

Standard Chartered

We are a leading international banking group, with a presence in 60 of the world's most dynamic markets, and serving clients in a further 85. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges.

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Our refreshed brand

At Standard Chartered we are always looking for ways to better serve our clients. We have recently evolved our brand to reflect the progress and innovation that drives our business forward. The refreshed Standard Chartered logo is dynamic and agile, adapted for the digital world whilst upholding our 160-year heritage across Asia, Africa and the Middle East. From February 2021 onwards, our new brand will gradually be introduced across client touchpoints, marking the beginning of our global transition towards an elevated client experience.