

# press release

## **Standard Chartered Pakistan launches Service Guarantee for its Priority Banking customers**

Standard Chartered announced an innovative customer service commitment, to service its Priority customer's in just 10 seconds at the dedicated Priority Contact centre. The announcement comes at a time when the bank is stepping up its customer focus approach to bring best in class financial services to its customers.

Priority Banking customers can avail a number of banking services by calling 111-722-723, from around the world, 7 days a week, 24 hours a day in just 10 seconds.

In line with its commitment to service excellence, this Service Guarantee also comes with a pledge of donating PKR 100 towards the bank's 'Seeing is Believing' initiative, for every Priority customer call not answered within 10 seconds.

With the understanding that the customer's time is precious in today's busy life, Standard Chartered Bank ensures that customer's requests are being attended to within the minimal time possible.

**Commenting on the Bank's latest commitment, Naseer Hasan, Head of Consumer Banking, Standard Chartered Pakistan said:**

"We are continuously investing in training our employees and developing our platforms to provide our customers with the best service. Standard Chartered is a customer focused bank which identifies the customer's specific needs and tailors financial products and services to match their needs and expectations."

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## **Note to Editors:**

### **Standard Chartered – leading the way in Asia, Africa and the Middle East**

Standard Chartered PLC is a leading international bank, listed on the London, Hong Kong and Mumbai stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for more than 85,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

For more information on Standard Chartered, please visit [www.standardchartered.com](http://www.standardchartered.com)

### **Standard Chartered Pakistan**

Standard Chartered is the largest international Bank in Pakistan with 143 branches in 32 cities. Standard Chartered's core businesses in Pakistan are in Consumer Banking and Wholesale Banking.

Standard Chartered has been awarded "Best Bank in Pakistan" by The Asset Triple A Awards for 2011.

Standard Chartered Pakistan is the first international bank to get an Islamic Banking license and to open the first Islamic Banking branch in Pakistan. The Bank has been given credit ratings of AAA/ A1+, the highest long-term and short-term rating assigned by PACRA to any private sector commercial bank.

As part of the Bank's sustainability agenda, where we believe in giving back to the community we operate in, our efforts are also noticeable in the field of Education, Preventable Blindness (Seeing is Believing) and HiV Awareness among the youth.

For more information, please visit: [www.standardchartered.com.pk](http://www.standardchartered.com.pk)