

# press release

FOR IMMEDIATE RELEASE

## **Target: 50,000 feedback forms to restore eyesight of 1,000 people**

An industry-first service campaign where every feedback counts  
and makes a lasting difference in the community

**10 January 2011, Singapore** – Standard Chartered today launched “**A Thousand People Will See**”, an industry-first service initiative which aims to collect 50,000 sets of customer feedback. At the end of the initiative, the Bank will sponsor 1,000 cataract operations (equivalent to US\$30,000) for the visually-impaired people.

As part of a holistic approach to deliver world-class customer service through innovation, the Bank sets its sight on raising the ante in service excellence by garnering constructive customer feedback on its service delivery. This initiative reaffirms the Bank’s commitment to instill a strong service culture among employees and to provide fast, friendly and accurate service as the minimum standard of service at the branch.

The Bank welcomes and takes every customer feedback seriously. According to the Bank’s research<sup>1</sup>, over 10,000 customer feedback was collected in the fourth quarter of 2010. A few examples where customer feedback has translated to real-life and improved service experiences include extended banking hours at selected branches, valet parking at the Bank’s Sixth Avenue branch, and the 8-minute service pledge which promises that customers will be served within eight minutes at the teller counters.

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<sup>1</sup> Internal Standard Chartered research

To participate in this initiative, customers are encouraged to complete a feedback form after a branch visit. Upon completion, customers will drop the feedback forms in the designated boxes provided at the branches. Every completed form, be it a compliment or a suggestion for service improvement, will count towards the total number of feedback until the 50,000 target is met. Information tracking the number of feedback forms collected and the number of cataract operations sponsored will be updated monthly and made available on scoreboards in all of the Bank's 19 branches as well as on the Bank's Singapore website ([www.standardchartered.com.sg](http://www.standardchartered.com.sg)).

This initiative, which will run from 10 January to 31 March 2011, is held in conjunction with "Seeing is Believing", Standard Chartered's global fund raising programme that helps to tackle preventable and curable blindness across its markets. The Bank's fund raising programme first started in 2003 as a staff-led initiative to raise money for 28,000 cataract operations. It has grown into a US\$20 million global funding initiative by the Bank, reaching out to over 20 million people worldwide. The Bank matches all funds raised for the programme.

Lai Pei-Si, Head of Branch Sales and Service, Standard Chartered Bank, Singapore said:

"Listening to customers and tuning in to their needs have always been a key priority. Customers appreciate that we value and realise some of their good suggestions; they feel that they have played an active part in contributing to the success of the Bank. To this end, this initiative not only provides a platform for our customers' voices to be heard, but also builds a meaningful tripartite bond and partnership among our customers, the Bank and the community."

- Ends -

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**Note to Editors:**

**Standard Chartered in Singapore** is part of an international banking group with an extensive network of over 1,700 branches and outlets in more than 70 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

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'.

Standard Chartered has a history of 150 years in Singapore, opening its first branch here in 1859 and in October 1999 was among the first international banks to receive a Qualifying Full Bank (QFB) licence, an endorsement of the Group's long-standing commitment to its businesses in the country.

It serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises. Wholesale Banking provides corporate and institutional clients with services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance.

The Bank employs over 6,000 people in Singapore and has a network of 19 branches, 27 ATMs, and 6 Priority Banking centres. Standard Chartered is the only international bank to offer NETS service, giving its customers access to EFTPOS at over 17,000 outlets islandwide. The Bank's global businesses - Consumer and Wholesale Banking - are managed out of Singapore, as is its global Technology & Operations function.

**Key awards/achievements**

- Leading the way through product innovation, for example, MortgageOne, e\$aver, CashOne, Business Instalment Loan, Business\$aver, FamilyLink, LinkOne & Visa Infinite
- First Singapore \$100 million Fixed Rate Note bond offering by The Central American Bank for Economic Integration, a Latin American issuer

- Xtra\$aver named “Best Deposit Product in Asia Pacific and Gulf States” (Asian Banker Journal - 2007)
- Best Bank in Singapore (The Asset Triple A Country Awards – 2009)
- Best Debt House in Singapore (The Asset Triple A Awards - 2003, 2005, 2007, 2008, 2009)
- Best Trade Finance Bank in Singapore (Global Finance – 2006, 2007, 2008, 2009)
- Country Deal of the Year, Singapore (Islamic Finance News Awards 2009)
- Singapore Capital Markets Deal of the Year (IFR Asia Review of the Year 2009)
- Retail Bank of the Year (Asian Banking and Finance – 2007, 2008)
- Best branch initiative - Vivo City branch (Asian Banking and Finance – 2007, 2008)
- Best self-service Initiative - Online banking (Asian Banking and Finance – 2008)
- Best core banking system initiative - Virtual banking relationship centre (Asian Banking and Finance – 2008)
- Best Corporate and Employee Citizenship Award (HRM 2008, 2009)
- Leader in HR practices (Singapore HR Awards 2009, 2010)
  - *Learning and Human Capital Development*
  - *Talent Management, Retention and Succession Planning*
  - *Corporate Social Responsibility*
  - *Performance Management (Special Mention)*
  - *Regional/International/Global HR practices (Special Mention)*
- Best Graduate Development Practices and Fair Employment Practices (HRM 2010)
- President’s Social Service Award 2008
- National Volunteerism and Philanthropy Centre Corporate Citizen Award for Volunteerism 2009
- Best Consumer Internet Bank, Singapore (Global Finance 2010)
- Silver Award for Best Community Programme (Global CSR Award 2010)