

## Press Release

### MCB Bank reinforces customer centricity at 'Uplifting Service' session

[Lahore: 9<sup>th</sup> March 2017] MCB Bank, "Pakistan's Best Bank" for a record tenth time, participated in the highly informative session, 'Uplifting Service' conducted by globally renowned service guru, Mr. Ron Kaufman. MCB Bank's participation in the event as a platinum sponsor was facilitated by the bank's Learning and Development department to highlight and underscore the Bank's commitment to service quality.

MCB Retail Banking Head – North, Mr. Zargham Khan Durrani opened the session and while addressing the participants, highlighted the significance of service in this fast paced and ever changing world. Keeping in mind the current global shift of all businesses towards service, he commented on ever changing customer expectations and the need to keep up with one's delivery standards at a competitive pace. He further elaborated on the diverse initiatives currently underway at MCB Bank with a view to enhance service standards to meet and exceed customer needs. Mr. Durrani concluded his remarks by stating that further sessions on the enhancement of service delivery would help in improving service excellence in the banking sector.



During the session, Mr. Ron Kaufman, a New York Times bestselling author and globally renowned expert on service, also addressed the audience and shared global perspectives on service excellence alongside customer service success stories which were not limited by cultural barriers or high costs. In addition to the Bank's senior management, more than 90 members of MCB Bank's management team participated in the session.

**ENDS**

**About MCB Bank:**



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MCB Bank, is one of Pakistan's largest & most innovative banks in the private sector. The bank operates a strong and vast network of over 1200 ATMs, over 1240 branches in Pakistan and 11 branches overseas. MCB Bank was declared 'Best Bank in Pakistan, 2016 by Euromoney & Finance Asia' and the bank continues to maintain a strong rating of AAA/A1+. With a customer base of over 06 million, it leads the banking & financial services sector in Pakistan and Customers across the globe have 24/7 access to MCB Bank via the bank's World Class Internet Banking.

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