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## NEWS RELEASE

### **United Overseas Bank Tops ABS Excellent Service Award for 3<sup>rd</sup> Year Running**

*More than one quarter of award winners from UOB;  
UOB's branch manager is the Service Excellence Champion*

**SINGAPORE, 14 October 2011** – For the third year in a row, United Overseas Bank (“UOB”) employees have received the highest number of ABS Excellent Service Awards (“EXSA”) among financial services organisations in Singapore.

The national award, organised by The Association of Banks in Singapore (“ABS”) and supported by SPRING Singapore, recognises those individuals who have delivered outstanding customer service.

This year, one in four award winners was from UOB, the highest number from the nine financial services organisations. Of the 694 UOB award winners, 317 received a Star award, 221 a Gold award and 156 a Silver award. The winners were judged on a number of factors including service performance, customer recognition, skills upgrading and their contribution to improving customer service within their own organisation.

UOB Bendemeer branch manager Mr Jason Yeo was also named 2011 Service Excellence Champion. He is the second UOB employee to be named Service Excellence Champion, following Ms Cynthia Ngoh's win last year.

Ms Wendy Teo, UOB's Head of Channels, said, “We are honoured that our people have again been recognised by ABS and SPRING Singapore for their professionalism and initiatives to raise customer service standards in Singapore. Our winners are each an example of the very strong commitment UOB has to delivering superior customer service. We are very proud of Jason who joined us as a fresh graduate. Over the past five years we groomed him and are delighted to see how far he has come. The recognition is a great motivation for us to improve even further our service to our customers.”

Mr Yeo joined UOB as a Graduate Trainee in 2006. Within five years, he was promoted to branch manager based on his outstanding job performance and focus on driving excellent customer service. This was exemplified by all 14 of Mr Yeo's former team members at UOB Hougang MRT branch winning an EXSA, with three quarters of them winning a Star award.

In May 2011, Mr Yeo was also given the UOB CEO's Service Star of the Year Award. This award recognises an outstanding individual who goes above and beyond the call of duty in demonstrating service excellence and delighting internal and external customers.

On his service philosophy, Mr Yeo said, "It is important for me to connect with customers and ensure that they leave the branch with a fruitful and memorable experience. The Service Excellence Champion Award is a reminder to me of my role as a service ambassador of the Bank but I am only as strong as my team so I have to thank them too for taking us this far."

There were 2,615 EXSA winners from nine financial services organisations in 2011.

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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 individuals to emulate, and to create service champions.

EXSA is managed by seven industry lead bodies (the Association of Singapore Attractions, the Land Transport Authority, the Public Service Division, the Restaurant Association of Singapore, the Singapore Hotel Association, the Singapore Retailers Association, the Association of Banks in Singapore) and supported by SPRING Singapore.

#### **Award Objectives:**

- Inspire service staff to scale new heights
- Identify service role models
- Encourage service champions
- Recognise the efforts of service staff

#### **Award Categories:**

- Silver Award
- Gold Award
- Star Award

Each participating organisation is invited to nominate one Star award winner to compete for the Service Excellence Champion award. The nominees are then interviewed by a panel of judges including Professor Annie Koh, Associate Professor of Finance and Dean of Executive and Professional Education, Singapore Management University, Mr Chua Kim Chiu, Partner, PriceWaterhouseCoopers, Mr Seah Seng Choon, Executive Director, Consumers Association of Singapore and Mrs May Oh, Partner, May Oh & Wee.

For more information, please visit [www.spring.gov.sg](http://www.spring.gov.sg)

### **About United Overseas Bank**

UOB is a leading bank in Singapore that provides a wide range of financial services through its global network of over 500 offices in 19 countries and territories in Asia Pacific, Western Europe and North America. It has banking subsidiaries in Singapore, Malaysia, Indonesia, Thailand and mainland China.

UOB plays an active role in the community, focusing on children, education and the arts. The UOB Heartbeat Staff Volunteerism programme was initiated in 2007. Through the UOB Heartbeat Run/Walk, UOB has raised funds for its named beneficiaries, including Very Special Arts Singapore which provides art programmes for people with special needs. UOB has also organised the prestigious Painting Of The Year Competition and Exhibition since 1982. In recognition of its contributions to the arts, UOB was conferred the National Arts Council's Distinguished Patron of the Arts Award for six consecutive years since 2005.

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