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## NEWS RELEASE

### **UOB Wins Top Service Excellence Champion Award For Third Consecutive Year**

*Bank receives highest number of Star Awards in recognition of quality customer service*

**SINGAPORE, 18 October 2012** – UOB Branch Manager, Ms Jerzel Chai was named Service Excellence Champion at the 2012 Association of Banks Singapore (ABS) Excellent Service Awards this evening. This is the third consecutive year a UOB employee has won this award.

The recognition for UOB did not stop at Ms Chai. She was joined by 739 UOB employees who were also commended for their service excellence. In total, UOB won 435 Star Awards, the highest number of Star Awards received by any financial institution this year, as well as 119 Gold Awards and 185 Silver Awards.

The national awards, organised by the ABS and supported by SPRING Singapore, recognise individuals from the Singapore banking industry who deliver outstanding service.

Ms Chai's initiative and commitment to improving each customer interaction at the two branches she oversees are part of the reasons she was honoured with the top individual award this year.

Ms Chai initiated a weekly hands-on workshop where employees at the UOB Siglap and UOB Katong branches get a chance to stand in their customers' shoes. This role-playing gave UOB employees new skills from which they could build stronger customer relationships. Ms Chai began these workshops after she realised some of her team members retained information better when they actively learn through role-playing, rather than from classroom based learning.

Ms Jerzel Chai, Branch Manager, UOB, said that UOB's customer-focused culture empowers employees like herself to lead the change for better customer service. "The workshops were effective in preparing my team

and it shows in their interactions with the customers. We have seen an increase in customer compliments, especially in the areas of providing professional and useful advice and providing prompt service.“

Ms Wendy Teo, Head of Group Channels, UOB, noted that in a competitive banking environment, the real differentiator is the customer service experience. “UOB remains committed to its vision of fostering a customer-focused business. I applaud Jerzel for her perseverance and innovative ideas to bring about improvements at the branch level. Her efforts are reflective of the seriousness with which UOB takes its role in raising customer service standards in Singapore.”

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**About United Overseas Bank**

United Overseas Bank Limited (UOB) is a leading bank in Asia. It 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, including 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. Its staff volunteerism programme was initiated in 2007. Through the UOB Heartbeat Run/Walk, UOB has raised funds for its named beneficiaries. UOB has also organised the prestigious Painting Of The Year Competition and Exhibition since 1982. In recognition of its contributions to the arts, UOB has been conferred the National Arts Council's Distinguished Patron of the Arts Award for the eighth consecutive year.

For more information, please visit UOB website: [uob.com.sg](http://uob.com.sg)

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