

## Press Release

October 09, 2017

Accra, Ghana

### **STAFF OF ACCESS BANK THRILL CUSTOMERS TO A STAGE PLAY, CLIMAXING CUSTOMER SERVICE WEEK**



*Some staff cast of the play (insert: a cross section of the audience)*

Climaxing what has been an exciting Customer Service Week for customers, staff of Access Bank on Saturday October 7, treated customers to a hilarious stage play titled “Regimental Sergeant Major”, an Efo Kojo Mawubge play at the Accra International Conference Centre.

The play, which had an all staff cast and directed by Scarlet productions with support from the Efo Kojo Mawubge Foundation, saw customers cheering with delight and applauding staff and the Bank for a good performance.

Under the theme, “**An all-inclusive experience**”, the weeklong celebrations was marked with activities across all the Bank’s branches nationwide and customers were treated to special appreciation packages including drinks and souvenirs.

Highlights of the programme this year included Service Quiz competition for staff while Management members took the opportunity to interact with customers within and outside the banking halls.

Speaking at the event, the Divisional Head for Retail Banking at Access Bank, Mr. Stephen Abban, highlighted that the rationale for which the bank celebrates the customer service week was to bring attention to the needs of customers.

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He said, *“We are of the firm belief that banking services should be available and accessible to all, from cradle to grave. This mantra has informed our continuous efforts at improving our various service points as well as investing in our people to be the most qualified to serve you our cherished customers.”*

Mr. Abban used the opportunity to also remind customers of the ongoing Access Bank **“Abusua Akyɛdeɛ”** promotion and the many prizes being offered to lucky winners. He added that the upcoming mega draw of the promo will be giving away a 2017 Hyundai Tucson from Auto Plaza and encouraged them to participate with their family and friends.

The annual celebrations of Customer Service Week is used to bring focus on issues facing consumers and finding innovative ways of addressing them. As a customer centric bank, Access Bank has over the years used the celebrations to highlight its superior customer service, a key component of its core values as well as solicit customer feedback while appreciating them for their brand loyalty and decision to do business with the Bank.

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