

## **OmniBSIC launches ‘Happy To Serve’ Campaign amidst merger completion**

OmniBSIC Bank has rolled out an internal campaign focused on seamlessly delivering and promoting exceptional customer experience at all touchpoints.

Themed “Happy To Serve”, the campaign is designed to drive and reinforce the Bank’s commitment to become the Number one Bank in customer service delivery in Ghana. A binary objective of the campaign is also to create the desired awareness of the OmniBSIC brand in the market.

Speaking at the launching the ‘Happy to Serve’ campaign, Mr. Mensan Affambi, Managing Director of the bank, hailed the completion of a very successful merger, appreciated staff for their efforts in the harmonization process and also underscored the need to provide a far superior experience for customers always.

The Executive Director of the Bank, Mr. Philip Oti-Mensah also shared similar views at the internal launch of the campaign. He commented that ‘OmniBSIC has customer service as the heart of our operations, thus we are going the very extra mile to ensure the realization of a true ‘Customer First’ philosophy in actual service delivery’ through our investment in the people to deliver these services, robust systems and a wide range of e-channels. The campaign is expected to run for the whole of 2020 and will serve as the ‘tip of the spear’ in driving an unparalleled banking experience in the market.

Meanwhile, the Bank has received the GHC 130 million capital funding from the Ghana Amalgamated Trust Limited (GAT) thus completing the final step in meeting the minimum capital requirement introduced by the Central Bank. This comes as good news for the bank and its customers and further underscores the confidence that the Bank of Ghana has in OmniBSIC bank