



CO-OP BANK AWARDED by ECCB FOR CUSTOMER SERVICE

At the Eastern Caribbean Central Bank's (ECCB) Annual Conference with commercial banks held in St. Kitts on November 5th, 2008, the Grenada Co-operative Bank Ltd. had the honour of being awarded with the ECCB's "**Good Corporate Citizen Award for Customer Service**". The award is very timely as the Bank has been focusing heavily on meeting and exceeding customer expectations. This is only one measure to prove that the Bank is on the right tract to fulfilling its mission of being the leading Grenadian provider of high quality financial and relating services.

The ECCB's Good Corporate Citizen Awards is presented annually to banks within the ECCU that are adjudged to have carried out its corporate responsibility to the highest levels. The categories considered include, *Educational Development, Community Outreach, Environmental Awareness, Social Services, Sports, Cultural Development, Customer Service and Financial Literacy.*







Mr. Aaron Logie, received award on behalf of the Bank

The receipt of such a prestigious award is nothing new to the Grenada Co-operative Bank. For three consecutive years, 2001 to 2003, Co-op Bank won the ECCB Good Corporate Citizen Award for the Preservation of the Environment. It is once again a privilege to have won the award in 2008, this time in the area of Customer Service.

The criteria for the category on Customer Service included:

Criteria set by ECCB	Co-op Bank's Customer Service activities for the year
1. Clearly stated policies and best practices promoting customer service excellence:	The Bank has a set of Customer Service Standards that is being embedded within its operations since its internal launch of its Customer Service Excellence Programme in March 2008.
2. Code of business ethics provided to each employee:	The Grenada Co-operative Bank has in place a Code of Ethics that guides the behavior of ALL employees. The Code takes the form of Ethical standards which are derived from integrity. The standards provide a positive guide to staff in their professional and personal activities to help them make judgments on how they should act. They also provide a basis for enforcing a minimum level of acceptable behavior.

<p>3. A commitment to customer service excellence via the continued development of staff through ongoing training:</p>	 <p>The Bank conducted sixteen (16) training sessions within the period March to September 2008 solely on excellent customer service delivery.</p> <p><i>Staff attending all-day training on Customer Service</i></p>
<p>4. Implementation of periodic customer satisfaction surveys/customer feedback programmes:</p>	<p>In quarterly surveys, the Bank did not only want to measure how satisfied customers were at any given point, but also wanted a means by which the bank could act immediately on what customers were saying.</p>
<p>5. Innovative product and service offerings to meet the changing demands of and maximize levels of convenience to customers:</p>	 <p>Recognizing the rising cost of education and solidifying the stance on education financing, Co-op Bank launched the most innovative educational funding product to date - the Super Starter Education Investment Plan. The Bank recognized the needs of Grenadians and gave customers the option to put structures in place to fund the increasing cost of education.</p> <p>The Grenada Co-operative Bank launched its second Teller Express ATM in Carriacou. Its strategic location in Harvey Vale, a major commercial area, second to its capital Hillsborough, aids in providing added convenience to customers.</p>  <p><i>Fr. Boateng, blessing of premises</i></p>
<p>6. Customer appreciation programmes:</p>	<p>Each year the Bank hosts its annual Customer Appreciation Day, to show a measure of appreciation to all customers. As a result, Customer Appreciation Day is usually scheduled towards the end of the year, in keeping with the prevailing ‘spirit of goodwill’, during the festive</p>  <p><i>Customers along with Management of the Bank at Gala Event</i></p>

the festive Christmas season. Throughout the day customers are treated to light refreshments, served by every member staff on a rotation basis. In addition the annual calendars released and distributed to all customers. Also, culminating its 75th Anniversary celebrations, the Bank held a Grand Gala Event at the Grenadian by Rex Resort. A cross-section of longstanding customers was invited to attend thereby showing appreciation for their contribution to its success.



Grenada Co-operative Bank

Welcome Home