

# press release

## **Standard Chartered commits to opening customer accounts within 30 minutes**

### ***Bank's customer focus approach brings best in class financial services***

UAE, 29 November, 2011 – Standard Chartered announced today an innovative customer service commitment, to open customer's current or savings accounts in the branch within 30 minutes or less, otherwise, the Bank will credit AED 100 to the customer's account. The announcement comes at a time when the bank is stepping up its customer focus approach to bring best in class financial services to its customers. This announcement will be an ongoing commitment by the bank towards its customers for accounts opened by Personal Financial Consultants at the Bank's 11 branches throughout the UAE.

This service pledge is the first step the bank is taking towards providing the customer a menu of service pledges each time the customer visits the branch. With the understanding that the customer's time is precious in today's busy life, Standard Chartered Bank ensures that customer's requests are being attended to within the minimal time possible.

**Commenting on the Bank's latest commitment, Mohammed Al Mazemi, General Manager, Distribution, Middle East, Standard Chartered said:**

“We are continuously investing in training our employees and developing our platforms to provide our customers with the best service. Standard Chartered is a customer focused bank which identifies the customer's specific needs and tailors financial products and services to match their needs and expectations.”

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**For more information, please call:**

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**Note to editors:**

**Standard Chartered – leading the way in Asia, Africa and the Middle East**

Standard Chartered PLC is a leading international bank, listed on the London, Hong Kong and Mumbai stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for more than 80,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

For more information on Standard Chartered, please visit [www.standardchartered.com](http://www.standardchartered.com)