



Press Release

November 25, 2011

Silkbank emerges on top in customer satisfaction and quality survey

Karachi, November 25, 2011: Silkbank has scored top position among ten leading banks and achieved an outstanding rating score of 95% in a Mystery Shopping Program. This program was conducted by an independent leading marketing research consultancy to survey standards in terms of service quality and customer satisfaction in the banking industry. It assessed ten banks, in Karachi, Lahore and Islamabad with respect to regional, attribute and individual bank criteria.

Expressing his views regarding the survey, Silkbank President, Azmat Tarin said, "Silkbank continuously strives towards excellence and we aim to provide unmatched service quality to our customers. In order to fulfill this aim Silkbank has gone through business process reengineering and employee development through various trainings especially on service excellence, product knowledge and branch ambiance."