

Access Bank (Rwanda) emerged the `Best Service Provider`

Access Bank (Rwanda) emerged the `Best Service Provider` at the 2013 edition of the Service Magazine and Rwanda Development Board Annual Service Award ceremony held in Kigali recently. This feat is a testament to the Bank's commitment to service excellence and culture of creating superlative experience for customers across its network in Africa and the United Kingdom.

Accordingly, the Bank has taken strategic steps to ensure it remains a premier institution on the service efficiency and delivery pyramid. In this regard, Access Bank has adopted the `Outside In` Customer Experience model by Harley Manning & Kerry Bodine to help in effective management of its Customers` Experience. This model provides applicable principles and techniques which will help improve products, services and processes from the perspectives of customers.

This strategy is hinged on Access Bank`s realization that the path to service excellence begins and ends with the customers as well as the centrality of customer experience to attainment of its strategic goal of being top 3 in any market where it plays. Similarly, the Bank has engaged the services of Forrester Research, a renowned Customer Experience Consulting Firm, to create a roadmap for sustainable Customer Experience, targeted at building lifetime customer loyalty.

Commenting on the award, Jean Claude Karayenzi, Managing Director, Access Bank Rwanda said “***The award is in recognition of the Bank`s efforts at delivering superior value to its customers and fulfilment of its promise of creating enjoyable experiences for its customers across the continent***”.