

Bank of Ceylon Receives Recognition as the Most Popular Banking Website



Sameera D Liyanage, CMO, BOC and team receiving the award.

Bank of Ceylon is accustomed to receiving accolades for its products and services.

The latest of these were received at the BestWeb. LK Awards 2024, where the bank's website was celebrated for its outstanding design, functionality, and user experience. BOC secured the titles of 'Most Popular Banking Website' and 'Best Banking Website (Bronze)', strengthening its position as a leader in the digital banking sector. The awards were received by Sameera Liyanage, Chief Marketing Officer, accompanied by dedicated teams from Marketing, IT, Product Development, and BPRP.

"We are incredibly honored to receive these awards at the BestWeb.LK 2024. We

are always committed to providing a platform that is not only user-friendly and accessible but also reflects the diverse needs of our clientele. These accolades inspire us to push the boundaries of digital excellence further and continue setting benchmarks in the industry," said Sameera Liyanage, Chief Marketing Officer, BOC.

The Bank of Ceylon website has been recognized for its exceptional features that cater to a diverse and evolving customer base.

The site boasts a refreshed and clutter-free design, ensuring an improved user experience. BOC has taken notable measures to make its website accessible and inclusive, offering content in all three of Sri Lanka's official languages—English, Sinhala, and Tamil.

The website is also fully mobile-responsive, enabling seamless access across various devices and the site views exceed ten million, with over 3.9 million active users annually.