

# BOC's Fortune Branches Transform Industry Standards For Customer Service

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Bank of Ceylon (BOC) has embarked on a transformation journey – ‘Wenesa’ by partnering with Boston Consulting Group (BCG) India to enhance its leadership position. The transformation programme covers multiple facets of the bank and aims at building the bank’s capabilities to provide its valued customers unmatched and best banking services across the nation.

Branch transformation is one of the key pillars of this programme wherein 200 branches across the Island are being transformed to ‘BOC Fortune Branches’. The bank has already established five fully functional fortune branches. The transformed BOC Fortune Branches reveal a completely new layout, with a spacious customer-

seating lobby and a Queue Management machine, which issues token numbers.

“A noticeable feature in the BOC Fortune Branches is the ‘SmartZone’. This is a 24×7 fully digitised banking service area consisting of ATMs, Cash Deposit Machines and Internet Banking Kiosks. The new age Cash Deposit Machines have been witnessing phenomenal customer adaptation at the BOC Fortune Branches; over 50 percent of the cash deposit transactions are being carried out through these machines”, stated the bank.

“In addition to the new layout, BOC Fortune Branches offer a revolutionary ‘No Pass-book’ saving account, ‘BOC SmartGen’. This universal banking savings account allows customers to conduct transactions at any BOC branch because details including signature, identity and image will be captured digitally at the time of opening the account and will be updated to a centralised system instantly. A BOC ‘SmartGen’ customer has the facilities to enjoy free internet banking access, free instant SMS alerts on transactions and free monthly email statements. This product is the country’s first savings account that is fully active instantly upon opening the account,” said the bank.

The bank’s streamlined internal processes at BOC Fortune Branches are faster. These new processes have significantly proven to be cost effective.



