

DFCC Bank at 70: Reimagining Customer Experience in a new era of banking

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Customer service is often misunderstood as politeness or routine gestures, but at DFCC Bank, it represents the essence of genuine relationships. For seventy years, the bank has turned service into a force that connects people, empowers progress, and strengthens communities. From financing factories in the 1950s to driving digital innovation in the 2020s, DFCC Bank's journey demonstrates that meaningful progress depends on service that is deeply felt and consistently delivered.

Service at DFCC Bank is lived in every interaction — a teller patiently assisting an elderly customer, a contact centre agent guiding someone through their first online transaction, or the seamless experience offered by DFCC ONE. These acts go beyond convenience, affirming dignity and understanding that every financial transaction carries personal hopes and responsibilities.

Through initiatives like DFCC Aloka, over 100,000 women have gained access to credit, mentorship, and community networks, promoting financial independence. For SMEs, programs such as Vyapara Hamuwa and Thirasara Athwela provide not just financing but hands-on support in developing sustainable enterprises. For corporates, service means reliability and precision, while MSMEs benefit from accessible, regionally based officers who provide practical advice. High-net-worth clients experience service through DFCC Pinnacle, where discretion and partnership are central.

Technology at DFCC Bank reflects the same spirit of care. Platforms like DFCC ONE and DFCC iConnect simplify banking while preserving human connection. Innovations such as DFCC MySpace and AI-driven systems are designed to enhance efficiency and security without replacing empathy and judgment.

This service culture is upheld by over 2,500 employees who embody DFCC's PACCE values—Passion, Authenticity, Courage, Collaboration, and Excellence. Guided by a sense of responsibility, they ensure the bank acts with integrity, even when difficult decisions must be made.

Ultimately, DFCC Bank views customer service as the fundamental truth of banking—the cornerstone of trust, loyalty, and growth. Beyond profits or size, what defines the bank is how wholeheartedly it serves people, businesses, and the nation, turning every interaction into a lasting relationship built on care and commitment.