

# DFCC Bank Launches an Innovative Monthly E-Calendar for Customers



*Nilmini Gunaratna, Vice President - Marketing and Sustainability, DFCC Bank.*

DFCC Bank has taken an innovative step to promote resilience and adaptability in the face of changing times by rolling out a Monthly E-Calendar for 2023. This initiative is a valuable tool for customers to stay informed about important updates and new products and services the Bank offers. It is also empowering, providing them with the digital tools necessary to navigate a world in transformation.

The new monthly E-Calendar was sent to the DFCC customer base on the 1st of January and February via SMS and will be sent at the beginning of each month.

The E-calendar will include a link to an interactive calendar with up-to-date information on DFCC Card offers and other information relevant to that month.

Nilmini Gunaratne, Vice President of Marketing and Sustainability at DFCC Bank, commented, "The advancement of digital technology and the growing irrelevance of paper has been progressing at an unprecedented pace over the past few years. Information today is dynamic and guided by our sustainability strategy; we are committed to reducing our reliance on paper to minimize our environmental impact.

Therefore, this year, we have launched an innovative and interactive E-Calendar, which will go out to customers as a link in an SMS. This will allow customers also to access executive information while allowing us to connect with customers on an ongoing basis each month and communicate various offers and opportunities

regarding the Bank's range of products and services during the month."

DFCC Bank was ranked amongst Business Today's Top 40 Corporates in Sri Lanka.