

DFCC Bank recognized for Customer-Centric Innovation



DFCC Bank has been recognized at the 15th ACEF Global Customer Engagement Awards, receiving multiple accolades across digital engagement, experiential marketing, purpose-led communication, and community-driven initiatives. The recognition reflects a broader shift in how the Bank approaches customer engagement — moving beyond conventional banking communication towards experiences and platforms that are more relevant, accessible, and connected to customers' realities.

Among the recognitions, DFCC Bank received a Gold Award for the DFCC ONE App under Best Radio Innovation/Format, highlighting the Bank's efforts to communicate digital banking in ways that are more intuitive, relatable, and accessible to a wider audience. The Bank also secured four Silver Awards across initiatives spanning women's empowerment, youth development, environmental awareness, and community engagement.

DFCC Aloka was recognized for its purpose-led experiential marketing, with a continued focus on supporting women through tailored financial solutions, wellbeing initiatives, and community engagement. The Faldo Golf Tournament received recognition for experiential event excellence, reflecting DFCC Bank's support for nurturing young sporting talent and creating pathways for international exposure.

Meanwhile, the Bank's Leopard Conservation Campaign was recognized in the cause-related marketing category for its contribution to raising awareness of wildlife conservation and ecological preservation, while DFCC Rataviru Savings received recognition for grassroots engagement through its continued support for Sri Lanka's armed forces and their families.

Collectively, these recognitions reflect the increasingly integrated nature of customer engagement, where digital platforms, community initiatives, financial solutions, and brand storytelling are expected to work together rather than operate independently.

For DFCC Bank, this approach is closely linked to a broader customer-centric banking focus — one that prioritizes relevance, accessibility, and meaningful engagement across customer segments and communities.