

DFCC Bank Secures Dual Wins at SLIM DIGIS 2.4 for Digital Marketing



DFCC team with the awards.

DFCC Bank has been honored with two awards at the SLIM DIGIS 2.4 highlighting its commitment to digital transformation and innovative customer engagement. The bank received two silver awards for the Best Use of Experiential Digital Marketing for its DFCC Galaxy Virtual Branch campaign and the Best SEO/SEM Campaign for delivering “True Value Through SEO” for the DFCC website.

These awards underscore DFCC Bank’s strategic objective of being one of the most digitally enabled and customer-centric banks in Sri Lanka. The DFCC Galaxy Virtual

Branch campaign, a metaverse-based experience, offered customers an immersive and interactive way to engage with banking services, setting DFCC apart as the first bank in Sri Lanka to enter the metaverse. Additionally, recognising the DFCC website highlights the bank's effective use of SEO strategies to enhance online search visibility and customer value, aligning with DFCC's strategic objectives.

Dinesh Jebamani, Vice President and Head of Digital Marketing at DFCC Bank, commented, "Our commitment to digital marketing innovation goes together with our goal of creating seamless, valuable, and relevant customer experiences. Being recognised at SLIM DIGIS 2.4 for our work on the Galaxy Virtual Branch and Search engine optimisation initiatives is a testament to our strategic focus in the Digital Marketing space in Sri Lanka and delivering meaningful, tech-enabled experiences and convenience to our customers."

DFCC Bank is ranked among Business Today's Top 40 Corporates in Sri Lanka.