

DFCC Bank’s Innovative Website Wins Top Category Awards



(L–R): Jacintha Gammampila, Bestweb.lk Coordinator, Prof. Gihan Dias, Director/CEO/Domain Registrar; Dinesh Jebamani, Vice President/Digital Strategy DFCC Bank, while Oshane Soysa, Executive/Digital Banking DFCC Bank, Amisha Danansuriya, Banking Assistant/Digital Banking, DFCC Bank.

DFCC Bank was recognized with three silver awards at the BestWeb.lk Awards, organized and hosted by the LK Domain Registry annually since 2009.

DFCC Bank was honored with Silver Awards for Best Banking Website in the banking and finance category and Best Sinhala Website (Overall), and Best Tamil Website (Overall), among all categories.

The Bank’s website has evolved into one of the best websites in Sri Lanka in terms of customer service, customer experience, and seamless ease of use by taking a focused, structured and agile, mobile-first approach to design and layout while also providing some of the fastest load times around, making for a snappy user experience.

This clear, simple architecture and easy, often single-click navigation, and a sense of professionalism have made DFCC Bank’s website stand out amongst the crowd.

To ensure accurate, up-to-date, and relevant information in each user's language of choice, the Bank independently maintains the Sinhala, Tamil, and English versions of the website.

Discussing the awards and the website development initiative, Dinesh Jebamani, Vice President, Digital Strategy at DFCC Bank said, "We are immensely pleased to have been recognized at the BestWeb.LK Awards 2021. Our corporate website is the first point of contact for most of our customers and the public looking to obtain information on our banking and financial products and services portfolio. Understanding this, we have designed it as a platform that caters to customers across generational boundaries with a mobile-first approach. We have even considered accessibility of the site to users with visual impairments, ensuring accessibility from any device, in line with W3C Web Content Accessibility Guidelines. Our website is also trilingual and available in all three languages, ensuring inclusive accessibility for all Sri Lankans. Further, we have also compiled to Google's core web important update in the year 2021."

The website has also been designed to be highly engaging, providing customers with various helpful tools to aid them in their financial decisions. These include a host of useful financial calculators for making quick calculations concerning income tax, home loans, leasing, and other requirements. A range of easily accessible resources help foster and promote financial literacy among customers and the general public, empowering them to make responsible and prudent financial decisions with ease.

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