DFCC Pinnacle Redefines Premier Banking With A Seamless Financial Experience



Shera Hassen, Head of Pinnacle, Branch Banking Planning and Implementation, DFCC.

DFCC Bank continues to reaffirm its position as the key provider of seamless financial services to the island's growing affluent population through its premier banking proposition, DFCC Pinnacle. With today's swiftly changing business world, everyone is concerned with efficiently managing their investments and returns within the time constraints around them. This facility has increased the necessity for expert advisory, personalization, and relationship management, which are the core value propositions provided by DFCC Pinnacle.

Structured as an exclusive membership, which offers a range of top-tier private banking products and services, DFCC Pinnacle has swiftly secured its position as the go-to premium financial solutions provider. Located conveniently in the heart of Colombo 7, the DFCC Pinnacle Center provides a state-of-the-art banking experience in an elegantly designed space. The center includes client meeting rooms, safe deposit lockers, boardrooms, a cycling bay, changing rooms, lounge, and hot-desking facilities exclusive for Pinnacle customers. DFCC Pinnacle is currently spearheaded by Shera Hassen, Vice President – Head of Pinnacle, and Branch Banking Planning & Implementation at DFCC Bank.

With over 25 years of allaround experience in private banking, Shera Hassen carries

a wealth of knowledge and expertise in exclusive private banking services, successfully integrated with DFCC Pinnacle to drive product innovations and solutions. Shera Hassen noted, “We at DFCC believe that premium banking is all about convenience and understand the importance of balancing a highprofile career while taking care of your family. Hence, the value propositions and entire space provided by DFCC Pinnacle encapsulates the core values of premier banking. One of our key aspects is our relationship managers, trained and equipped to understand client requirements and offer personalized solutions. In addition, we provide consistent portfolio management, with backup relationship managers if needed, and our solutions go beyond just banking, and range from capital markets, wealth management, real estate, and any other legal and investment need.”

“At DFCC Pinnacle, meeting client’s current and future objectives is key to the proposition. Regardless of the customer’s location, be it Sri Lanka or abroad, the service provided remains consistent.

The customer has 24/7 access to a dedicated relationship manager, dedicated highly trained pinnacle call center agents to support 24×7, 365 days banking needs. Additionally, an advisory team, legal support, booking a board room and meeting rooms to conduct their business with absolute privacy. Our relationship extends beyond banking, as we have a monthly cycling event with our customers to promote healthy living. This is a muchanticipated occasion, where customers come in their bicycles or obtain one from our cycle bay. Following the event, they can enjoy the available facilities to shower and change, followed by a healthy breakfast. We believe that a 360-degree approach such as this is what the clients are actively expecting from their financial partners today, and it is what DFCC Bank has set out to provide with dedication.”

DFCC Bank was ranked amongst Business Today’s Top 30 Corporates in Sri Lanka.