

# PLC Emerges as Best Digital Process Enabler at NQBSA



*L-R: Isuru Sirinimal, Vice President, Technology at Epic Lanka; Geethapriya Tillekeratne, Head Judge - NBQSA 2023; Alanzo Doll Chairman, BCS Sri Lanka; Sanjaya Amarasekara, PLC; Channa de Silva, Chief Executive Officer, LankaPay; Prabath Gunasena, DGM - ICT, PLC; Niranjan Selvanayagam, PLC; Gayani Hettiarachchi, PLC; Asanka Weerasena, PLC; and Chamith Perera, PLC.*

People's Leasing Company (PLC) is at the forefront of the digital transformation in the sector.

Further solidifying this reputation, PLC's digital process enablement and tech innovation initiatives were recognized with awards at the National Best Quality Software Awards (NBQSA) - organized annually by the British Computer Society (BCS) Sri Lanka.

Accordingly, PLC won the Special Award for Best Digital Process Enabler of the Year and a Merit Award for In-house Development, recognizing the "PLC TOUCH" integrated total solution, which is PLC's seamless integrated digital touch point

for all customer needs.

The Awards were presented to PLC at the NQBSA Awards Ceremony and were accepted on behalf of the company by Prabath Gunasena, DGM ICT. PLC was the only non-banking financial institution to win such recognition at the NQBSA, out-competing other larger banks and its peers in the NBFS sector.

Shamindra Marcelline, CEO at PLC, commented on this significant milestone: “Our journey into digital transformation began in 2021, driven by our unwavering commitment to our customers. We recognized the evolving shifts in consumer behavior and needs within the rapidly changing digital landscape. Understanding the potential of digital enablement for streamlining processes and enhancing service delivery, we have remained at the forefront of the industry regarding innovation, adoption, and implementation of digital solutions for our valued customers. These prestigious awards, particularly the Best Digital Process Enabler accolade, validate our innovation capacity and dedication to providing a seamless customer experience. We seize this opportunity to reiterate our commitment to our customers and eagerly anticipate the introduction of many more groundbreaking and customer-centric digital solutions in the future.”

Prabath Gunasena, DGM-ICT at PLC added, “The category for Best Digital Process Enabler is an open category, which means that we were not only competing against our peers in the NBFS arena but also big banks and major players from other diverse sectors that may or may not be related to finance. This truly underscores our internal and external commitment to digital enablement, along with our thirst for innovation and seamless service delivery. Furthermore, as a responsible corporate citizen, we are also pleased to contribute to the national drive towards digitalization, achieving our ESG goals, and furthering the national effort towards the UN SDGs through the reduction of paper use and energy consumption.”