



ABC VISION

Issue: 001

April 2017



Dear Valued Customer,

It is my hope that the year 2017 has so far been good for you on all fronts.

Thank you for your unwavering support over the past year. It has been a challenging period for Kenya as well as banking industry in Kenya but we have made strides in the right direction only because you walked with us through the turbulence.

Because of your firm stand on ABC Bank, it is only appropriate that we reciprocate by continually making our products and services better as we strive to offer you tailor-made financial solutions that meet your needs.

Last year we embarked on redesigning our branches to give you a better and more fulfilling experience every time you walk in to our banking halls.

We have also invested in technological innovations to bring you cutting edge banking services to allow you more

control of your money. We recently launched a new money transfer service in collaboration with other Kenyan banks through the Kenya Bankers Association. It is the best answer to your money transfer concerns. PesaLink is a convenient, affordable, instant person-to-person money transfer service across Kenyan banks. We are positive that it will change the way you do money transfers either for business or personal purposes.

And we won't stop there; We will soon launch a mobile banking app that will place exceptional banking experience right in your hands.

Are you in the imports business? Well, we have good news for you! We are now offering Marine Cargo Insurance through our Bancassurance unit and in collaboration with our reputable partner insurance firms. This is in line with the recent enactment of a law that requires importers to insure their cargo with local insurance firms.

Finally, I encourage you to call, email or visit us in any of our branches to discuss how we could walk with you in your journey towards your desired financial destination.

Wishing you well,

Shamaz Savani,
Group MD.



0701 700 700



ABC The Bank



@ABCBankGroup



www.abcthebank.com



talk2us@abcthebank.com



*Philip Wambua- ABC Bank
General Manager- Treasury and
Financial Institutions*

The FX guru and economic empowerment champ

Foreign exchange trading - commonly called forex trading- is the buying, selling and exchanging of different currencies. My love affair with forex trading has been ongoing for about 25 years! It is a fulfilling and dynamic game that's fresh every day, exciting every day, rewarding every day and there's no sign of a breakup between me and the game.

If I were to liken FX trading with a sport, it'd be chess. Like chess, foreign exchange business is a highly-charged mind game that requires a lot of strategic and critical thinking to outsmart other wood-pushers (that's what chess players are called). Every move is another opportunity to checkmate your opponent. This gives me the thrill to stay at it. And become even better.

When I am tired and need to unwind, I take on my acquired passion as an anti-poverty crusader. I spend time training rural women entrepreneurs in agribusiness- chicken rearing. I also support them in marketing their products because they usually lack linkages to their markets, leaving them at the mercy of middlemen. This denies them better returns for their investment. I also distribute dairy goats to widows to empower them economically. Why do I do this? It's my obsession to see poverty alleviated in our society. My efforts could be just a drop in the ocean, but I am doing what I can to change lives. This gives me a sense of purpose and fulfillment. I look forward to a world with lower poverty levels, since poverty is a disease- it eats away the hopes and aspirations of society and leaves a scarred heritage for future generations. – **Philip Wambua**

NEWS

London Stock Exchange recognizes ABC Bank with LEI certification

ABC Bank has been certified as a Legal Entity Identifier (LEI) Bank by the London Stock Exchange. This makes ABC Bank among the first Banks in East Africa to obtain such status. The certification comes ahead of the global enforcement of the European Market Infrastructure Regulation starting 1st January 2018.

The LEI regulation was introduced in May 2014 at the behest of the G20 countries after the global financial crisis of 2007-2008. LEI is a unique code used across the globe to identify organizations that engage in financial markets, and is intended to bring comfort of corporate identity, particularly in financial transactions.

The publicly available data pool serves as a global directory, which greatly enhances transparency in the marketplace. Besides enabling companies and regulators to identify parties to financial transactions instantly and accurately, it also benefits companies by improving efficiency and internal risk management.

“This certification is critical to ABC Bank because we are very active in the international financial markets, hence the need for us to be a recognized participant in the larger financial ecosystem even outside of East Africa. This will open for us new international business opportunities since prospective partners will easily and speedily identify us and transact. It places us at great advantage vis-a-vis other banks for customers as we can reach a larger pool of counterparties and offer finer pricing for customers,” says Philip Wambua, General Manager- Treasury and Financial Institutions.

With the globalization of the financial markets, businesses across the world are grappling with the challenge of developing and implementing a common entity identification system that could serve as a game changer in identifying financial market participants. Once certified, a firm is included in a global data system that connects to key reference information that enables clear and unique identification of legal entities participating in financial transactions in any jurisdiction.

NEWS

ABC Bank's Assistant Manager
for Customer Service
Rosemary Kiboro (centre)
presents Cynthia with her gift.
On the left is Cynthia's teacher
Stella Kimei.



*Rosemary presents a
Valentine's Day gift to Ann on
behalf of her husband.*



About Rosemary:

She is the embodiment of service. Whether on phone, email or in face-to-face interaction, Rosemary is like an evergreen tree; she never sheds off her warmheartedness, empathy and willingness to help. She is our Assistant Manager- Customer Service. She says she loves her work because it involves providing solutions to real people with real problems concerning money.

Valentine's Surprise!

Every year, we at ABC Bank go out of our way to help our customers in the Diaspora to bridge the geographical distance and share the joy of Valentine's Day with their loved ones in Kenya. We are compelled by our values for family and relationships, which we share with our customers. This exercise is coordinated by our Customer Service team led by Rosemary Kiboro.

"We usually take customers' requests to purchase and deliver surprise gifts to their loved ones on their behalf, something I personally take pleasure in. Besides helping our customers do what they are ordinarily unable to do, it is also fulfilling to see the joyful surprise and onrush of emotions of those receiving the gifts," says Rosemary.

Patrick, one of our customers, works in the Middle East while his wife Ann works in Nairobi. Challenged by the long distance, he reached out to us to help him share his love with his wife who lives in Nairobi. Ann could not hide her surprise and joy when we delivered the gifts to her office.

Eunice, another Diaspora customer also enlisted our support to surprise her class six daughter Cynthia. She said she desired to gift her daughter, and to demonstrate that one can actually touch their loved ones in spite of distance. She contacted us and we delivered her gifts to Cynthia who was evidently overwhelmed by the gesture. "You mean she can send me stuff even when she's out



0701 700 700



ABC The Bank



@ABCBankGroup



www.abcthebank.com



talk2us@abcthebank.com



ABC Bank's chief credit officer, Raj Pal Arora (right) presents a trophy to the winning team during the Hindu Kite Festival in Kisumu.

Kisumu

kite festival

ABC Bank sponsored this year's Kite Festival held in Kisumu on Sunday 15th, January 2017. The bank joined the local Hindu community in the celebrations and utilized the opportunity to appreciate them for their business support.

The Kite Festival (Uttarayan) is a Hindu celebration which marks the beginning of summer, according to the Indian calendar. It is a signal to farmers that the sun is back and that harvest season is approaching. This day is considered one of the most important harvest days in India, and communities organize kite competitions to celebrate.

Raj Arora,

the aeronautical engineer turned banker

My childhood memory about the Kite Flying Festival is a painful one. Our role in the festival was mostly holding the kite strings. Sometimes the wind would be too strong for us and we'd be tossed about as we tried to keep our grips on them. We'd trip over and fall- very embarrassing. Sometimes the kite string would cut in to our tiny palms, forcing us to let go. But we had fun all the same.

43! That's the number of years I have been in the banking industry. I did not always want to be banker, though. I studied Physics and aeronautical engineering. I also tried research for two years in India before veering off to banking. For all those years, I have never regretted the career shift; Banking is fun and I love what I do.

Having been a banker for many years, I meet many borrowers seeking credit to support their businesses. One mistake most of them make is to over-commit, without providing for a buffer in their income flows to cushion themselves against changes in their revenue as they service their debts. I also wish they did a better analysis of all the factors that would affect their earnings in the course of the loan period so that they are not bogged down by the repayment.

When not working, I enjoy a game of lawn bowling. This is a game that involves getting bowls roll in a curve, closer to the jack (a small white ball) than your opponents. Your team receives one point for each bowl closer to the jack than your opponent's closest bowl.



0701 700 700



ABC The Bank



@ABCBankGroup



www.abcthebank.com



talk2us@abcthebank.com

Entrepreneurship 101

Tips for business success: the secret is out

One key distinction of any business is service. There are many companies dealing in similar products or services. The only way a company can distinguish itself from its competition is to create a unique service culture that cannot be copied. That is the only way to survive in a market flooded with players doing the same business.

At ABC Bank, we believe that providing excellent service is essential for the growth and success of any business, large or small. While small and medium size business may not compete in the big league, prioritizing customer satisfaction can boost their growth and success.

Our **Assistant Manager for Customer Service Rosemary Kiboro** shares a few things that we know have the power to improve your customer service and manage your business efficiently. You can borrow these to earn your business a credible reputation, higher customer retention and increased word-of-mouth referrals for long-term success.

1. Know your customers and their needs

Our customers need and desire improvement all the time. That is why we strive to quickly meet their needs and preferences in the best way possible. But the key is to first know them and what they need. There are many great sources of market intelligence that can help you define your customers and their needs. Talking to your customers directly, their friends, following media conversations- including social media, or observing

behavior are some of the ways you can find out who your customers are and their needs. This will equip you to deliver tailored products and services that work for them.

2. Respect Customers' Time

We know that no one has enough time to do everything on their list in today's chaotic world. To please your customers, don't make them endlessly wait or look for you, or some information on your business. Make it easier for them to reach you. They deserve a quick response.

In this internet era, customer expectations regarding response time has shifted from days to instant. It is important to invest time and effort in keeping up with the ever-changing social media and new technology which have really changed customer behaviors.

3. Keep your word

Can your customers take your word to the bank? We understand it really matters to our customers that they can hold us to our word. Keeping your promise has the ability to turn one-time buyers into lifetime customers. If you have a website or a social media page where you have posted your products or services, make sure customers will get them when they visit your shop. If you promise a customer to stock an item in three days, save them the hassle and disappointment of not getting it.

4. Build a helpful problem-resolution process

Have the entrepreneurial humility to apologize for

making a mistake and resolve the problem immediately. A sincere apology is worth a lot more than just a single sale. Restoring customer confidence and earning their satisfaction in such situations is crucial. When you successfully resolve a customer's problem, it increases their level of trust in you. So any dissatisfaction is an opportunity to get closer to your customer, not to burn bridges. We do all we can to show how important they are to our business. We also strive to make our service even better. We have a follow-up system to prevent customer issues from happening again.

5. Ask for feedback

Customers have insightful ideas on how to improve your business. That is why we allow our customers to honestly share their opinion or criticism with us, even when it's uncomfortable. We keep an open mind to any kind of suggestion or feedback they might have and acknowledge the importance of their opinion to build long-lasting successful relationships.

These are just a few of the ways you can make your business great and keep your customers happy. Service with a smile is an excellent way to ensure customer satisfaction. And a satisfied customer is worth a fortune to your business.



Product Focus

PesaLink

ARE YOU LINKED?



Money transfer has taken on a whole new dimension with the introduction of PesaLink. PesaLink is a new money transfer service that enables money transfers from one person to another across all Kenyan banks. It is developed and owned by Kenyan banks through their umbrella body, Kenya Bankers Association (KBA).

PesaLink enables you to make payments between banks in real-time, around the clock. For example, if you are constructing a house, you can pay your materials supplier by transferring the money from your ABC Bank account to the supplier's account in any bank. You can also use PesaLink to pay bills such as hospital bill, school fees, etc.

What's more? With PesaLink you can now transfer as little Sh 10.00 to as much as as Sh999,999. It is also safe since it eliminates the use of cash as a mode of payment. Moreover, PesaLink will facilitate funds transfers from KES to KES, USD to USD, GBP to GBP and EUR to EUR accounts. There will be no currency conversion at the switch.

What do you need?

To send money using PesaLink at ABC Bank, visit any of our branches and fill in the PesaLink form. You can also download the forms from our website (www.abcthebank.com), fill then present to our branch. You will choose one of your accounts that you want to use as your primary account for PesaLink transactions. This will then be linked to your cell phone number. Our Customer Service personnel will be at hand to guide you accordingly.

You then present the completed form to the Teller who will verify your account details and phone number then effect the transfer. Both you and your beneficiary will receive an SMS alert instantly, confirming the transaction. You can also receive money in to your account from another registered user from any bank. All they need from you is your account number.

In this initial phase, the service will be available in our branches, our Internet Banking Platform, and our soon-to-be-launched Mobile Banking App to give you more convenience and greater control of your transactions.

Why you must use PesaLink:

- It is instant/ Real-time
- It is cheaper
- It is convenient
- It is secure
- It is 24/7
- Larger maximum limit of amounts you can send
- Unlimited number of daily transactions
- Charges apply only to amounts above Sh500.00,

- It's instant/ real-time
- It's affordable
- It's convenient
- It's secure
- It's available 24/7
- It allows you unlimited daily transactions
- Charges apply only to amounts above Sh500.

IT'S PESALINK! LINK YOUR ABC BANK ACCOUNT NOW!



Transaction Amount	Charges per transaction (excluding excise duty)
Kes 10 – 500	0
Kes 501 – 10,000	Kes 50
Kes 10,001 – 100,000	Kes 80
Above Kes 100,000	Kes 130



0701 700 700



ABC The Bank



@ABCBankGroup



www.abcthebank.com



talk2us@abcthebank.com

**INSURE LOCALLY,
SHIP GLOBALLY!**



Now introducing Marine Cargo Insurance!

Get in touch with us through 0719105000 or bancassurance@abcthebank for more information on this exciting service.

