

PRESS RELEASE**UBL reaffirms its commitment to ‘Service Excellence’**

Mr. Wajahat Husain, President & CEO, UBL giving the opening remarks during “Uplifting Service” Session held in Karachi recently.

UBL, Pakistan’s Best Bank 2016, actively participated in an interactive session on Service Excellence with Mr. Ron Kaufman, the world’s leading expert in service partnerships and customer focus. Entitled “Uplifting Service” this session was held recently in Karachi with the objective of motivating participants to build an uplifting service culture for sustainable competitive advantage. With “Customer First” as one of its Values, this session was a perfect fit for UBL to lead and participate in.

More than 200 delegates from a cross section of industries were in attendance at this day-long event. Mr. Ron Kaufman is one of the world’s most sought after educators, consultants and thought leaders in achieving superior service and uplifting service cultures. He delivers powerful insights and global best practices enabling organizations to gain a sustainable advantage through service.

During his opening remarks at the Convention, Mr. Wajahat Husain, President & CEO UBL said, “At UBL, we are acutely aware of the importance of service excellence to our business. Customers are at the heart of our Corporate Philosophy. We are here to serve and exceed their expectations, thereby gaining their trust”. He further added “Service is the single most important aspect that drives the success of a business. We must all, within our respective spheres of influence ensure that this very crucial and critical facet of business be given its due importance.”

About UBL

United Bank Limited (UBL) is one of Pakistan’s largest banks in the private sector. The bank operates a network of over 1,350 branches across Pakistan and 18 branches overseas. It was declared Pakistan’s Best Bank 2016 at the first Pakistan Banking Awards and the bank’s entity ratings were also recently upgraded to AAA/A-1+. The Bank maintains its leadership in branchless banking through UBL Omni which has an agent network of over 40,000 Dukaans across Pakistan. With a customer base of over 4 million, it leads the banking and financial services sector in Pakistan. Customers across the world have 24/7 access to the bank via UBL’s world class Internet Banking.