



Scotiabank's Contact Centre Awarded World Class Certification and Highest Customer Service by Industry, for 2014



Caption 1: Award presented to Scotiabank for World Class Certification from Service Quality Management Group (SQM).

Caption 2: Danielle Angus (2<sup>nd</sup> l) and Jefferian Thompson-Pratt (r) pose with their awards after being placed in the Top 25 World Class CSR Finalist and Top 6 World Class Supervisor Finalist, respectively, by Service Quality Management Group (SQM). Sharing the moment are Reuben Canagaratnam (l), Vice President, Caribbean Contact Centres and Sheila Segree-White (2<sup>nd</sup> r), General Manager, Scotiabank Contact Centre.

[Tuesday, June 30, 2015] Scotiabank's Contact Centre has received the awards for World Class Certification and Highest Customer Service by Industry for 2014 by the Service Quality Management Group (SQM). This is the fourth consecutive year the Bank has been recognized for their quality customer service. In addition, two members of the team, Danielle Angus and Jefferian Thompson-Pratt, have been placed in the Top 25 World Class CSR Finalist and Top 6 World Class Supervisor Finalist, respectively.

Our contact center has once again proved that achieving world class status comes through consistent hard work and commitment to our customers said Jacqueline Sharp, President and CEO of Scotia Group. We are very pleased with our teams performance, and for being acknowledged as offering the highest customer service standards across the industry , she continued.

Jamaica's Contact Centre is one of Scotiabank's regional contact centres serving customers in 18 countries across the English Caribbean Region. It forms a part of Scotiabank's integrated channel strategy focusing on delivering outstanding customer experiences and first call resolution, creating capacity in branches and executing sales and service activities to strengthen customer relationships

Contact: [Hope McMillan-Canaan](mailto:Hope.McMillan-Canaan@scotiabank.com) | Public and Corporate Affairs Manager | [Scotiabank](http://scotiabank.com)  
[hope.mcmillan-canaan@scotiabank.com](mailto:hope.mcmillan-canaan@scotiabank.com) | T. 932-0366 M. 321-0003

and engagement.

Reuben Canagaratnam, Vice President, Caribbean Contact Centres, said, "We are very proud of this international endorsement of our hard work. Our teams have once again demonstrated professionalism and have remained focused on customer satisfaction as a top priority. We are particularly pleased with our two team members who were nominated for recognition of the highest level of performance. This is the fourth consecutive certification for the Jamaica Contact Centre, and a continued testament to the diligence and dedication of the team."

The SQM Group is a leading North American research firm for benchmarking, consulting, and awarding call centre performance. They have the most prestigious and sought after awards programme that recognizes call centres and their staff for world class customer satisfaction. World Class Certification is based on a minimum of 80% of all surveyed customers giving top box scores for resolution, satisfaction with the customer service representative and their overall experience with the call centre. SQM surveys over 1 million customers annually across various industries including top banks in the United States, Canada and the Caribbean.

The Contact Centre handles over 2.5 million customer contacts each year delivering 24-7 service to customers throughout the English Caribbean Region. Through customer initiated contacts, proactive outbound calls and their most recently added channel, social media, Scotiabank offers convenient channels for their customers to do banking at their own convenience.

Scotiabank's Contact Center was selected from over 500 call centres that SQM benchmarks.

#### About Scotia Group Jamaica Limited (SGJL)

Scotiabank has been in Jamaica since 1889 and is the premier financial institution in the country with just over 2,000 employees and 36 Branches Island wide. SGJL is a subsidiary of Scotiabank (Canada) and offers a diverse range of products and services including personal, commercial, and small business banking, wealth management, insurance, and mortgages. SGJL is an award winning institution having been named on numerous occasions as the Bank of the Year and Best Bank in Jamaica by international financial publications – the Banker, Latin Finance, Euromoney, and Global Finance magazines. SGJL has JMD\$ 414 billion in assets (as at January 31, 2015). For more information please visit [www.scotiabank.com/jm](http://www.scotiabank.com/jm).

Contact: [Hope McMillan-Canaan](mailto:hope.mcmillan-canaan@scotiabank.com) | Public and Corporate Affairs Manager | [Scotiabank](http://Scotiabank.com)  
[hope.mcmillan-canaan@scotiabank.com](mailto:hope.mcmillan-canaan@scotiabank.com) | T. 932-0366 M. 321-0003