

SCB CUSTOMER SATISFACTION SURVEY

SCB seeks to enhance customer experience by regularly conducting satisfaction survey on customers who use digital banking services by adopting the Customer Satisfaction Score (CSAT). SCB has been conducting the CSAT for digital banking service since 2017 with the Bank's strategic shift to digital banking through the implementation of SCB Transformation program in mid-2016. With CSAT, customers are asked to rate their satisfaction on a scale of 1 – 10.

Customer Satisfaction	FY 2017	FY 2018	FY 2019	Target for FY 2019
Score	8.9	9.19	9.32	9.20
Data Coverage (%)	100	100	100	

In terms of customer feedbacks, with the inspiration to become a Customer Centric Organization, the Bank utilizes a Customer Closed Loop Feedback system and hot alert which are a nearly real-time, interactive customer satisfaction evaluation system which allow and encourage customers to easily provide feedbacks. In this way, the system enables the Bank to monitor and immediately resolve any cases within the established Service Level Agreement (SLA).