



### **At ECFH- We Care**

We Ensure Customers Are Really Everything- is the mantra behind a week of activities from July 6<sup>th</sup>-13<sup>th</sup> held by the East Caribbean Financial Holding Company Limited. Customers of ECFH and its subsidiaries i.e. Bank of Saint Lucia Limited, EC Global Insurance Company Ltd., Bank of Saint Lucia International Ltd. , Property Holding and Development Company Limited and the Mortgage Finance Company of Saint Lucia will be treated to a number of exciting activities including giveaways, raffles, customer discounts and a chance to meet and speak with managers.

The customer appreciation event was moved from one day to a week of activities last year. The change was because the Group wanted to ensure that all customers experienced and participated in this show of gratitude as the success of ECFH is mainly as a result of the continued commitment of its customers.

A number of activities have been planned for the week culminating with a thanksgiving mass for staff and well wishers on July 13<sup>th</sup> 2008. Customers can look forward to an open forum where they will be brought together to discuss any challenges they may have experienced within the Group and recommend possible solutions. General Manager-ECFH Miss Esther Browne commenting on the week of activities stated “We are including you the customer in the decision making process as you are the beneficiaries of our service efforts”. A number of new initiatives were implemented after last year’s open forum which was beneficial to both customers and staff. Miss. Browne added “the idea of customer appreciation stems from the genuine sense of gratitude the Group has for its customers”. “This appreciation has become an integral part of the Group’s corporate social responsibility”.

Also down for the week of activities is the launch of BOSL Wealth and Asset Management. This service which was part of the Investment Banking Department specializes in Wealth Management Services including Portfolio Management.

July 12<sup>th</sup> 2008 has been earmarked as the official presentation of the recently renovated and refurbished Bank of Saint Lucia Limited Gros Islet Branch. The branch has been fitted with some of the most modern technological advances in banking services including a drive thru ATM and walk up windows. The bank boasts very spacious surroundings and an easily accessible car park and it is anticipated the customer visit and wait time at the branch will be decreased dramatically with these new processes. The electronic teller service and other initiatives undertaken to expedite customer service are being implemented at the Gros Islet branch and will be extended to other branches in the near future.

Our goal is to attain customer service excellence which we strive to achieve on a daily basis following our corporate social responsibility mantra of “Enriching Lives”.