

Zenith Bank is Nigeria's Most Customer-focused Bank – KPMG

Zenith Bank has clinched the position of the most customer-focused bank in Nigeria, following a survey by KPMG, an audit and tax advisory firm.

The bank emerged tops in both the corporate and retail banking categories in the 2013 edition of the annual Banking Industry Customer Satisfaction Survey conducted by the firm.

The survey which polled 14,000 retail customers, 3,000 small and medium scale enterprises and 400 corporate/commercial organizations across Nigeria, gauges Customer Satisfaction Index (CSI) based on select criteria, covering: convenience, product/service offering, transaction methods and systems, pricing and customer care.

Both the retail and corporate customers surveyed highlighted excellent customer service, financial stability and image/reputation – all core strength of the Zenith Brand, as among the top consideration for maintaining a banking relationship.

The ranking has been applauded as a reaffirmation of the Zenith brand's reputation as a leading global financial institution recognized for innovation, superior customer service and performance while creating premium value for all stakeholders.

The bank recently broke all known records as the first bank in Nigeria to cross the N100billion threshold in profit after tax (PAT)

Zenith has continued to win accolades from reputable organizations from both home and abroad including, last year, Best Commercial Bank in Africa by CFI group, among others.