

INTESA SANPAOLO IS AWARDED RECOGNITION FOR ITS PROXIMITY TO CUSTOMERS

Two important awards have been attributed to Intesa Sanpaolo for its commitment to increasing proximity to customers.

On 23rd March last the results of the “Third Italian Observatory on e-Business organised by eBit Innovation and Demoskopea recognised, for the second year running, that our bank is the best on-line bank, thanks to the accessibility and availability of its internet site.

The ISP Group has now more than three million customers in Italy, 30% of which are authorised for transactions on line or by telephone, while over 55% of money transfers and 75% of securities transactions are carried out through direct channels.

Further recognition followed on 24th March, when a technical-scientific committee and a jury made up of representatives from the business, institutional and academic world assigned first place to Intesa Sanpaolo in the “Premio per l’innovazione” (Prize for innovation) promoted by the Associazione Bancaria Italiana (Italian Banking Association). The aim of the prize is to confer recognition “to the best technological and innovative ideas and solutions applied by banks”. In fact, Intesa Sanpaolo came top in the “Made to measure bank” category with the project “The bank close to customers”, which includes: tailored service in branches through “Conto Modulare”, on-line services through virtual branches and mobile banking services. The Project outlines a new service model to satisfy customers needs more efficiently, facilitate dialogue with the bank and to improve communication channels.

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