

EXTERNAL CUSTOMER SATISFACTION SURVEY (CSS)

2024 - 2026

Dear Customers,

As per the SBP directives via **BC & CPD Circular No. 1** dated **February 29, 2016** regarding Consumer Grievance Handling Mechanism (CGHM) & BC & CPD Circular No. 3 dated **November 04, 2016** regarding Conduct Assessment Framework (CAF), all banks are advised to conduct Customer Satisfaction Survey in order to measure their customer satisfaction.

Therefore, we are initiating the customer satisfaction survey. This survey will be conducted from October till December, 2024. The results driven from this survey will be used to reinvent our Service Standards and product offerings. These results will also help us to work on the irregularities or defects in the system, to identify weaknesses and evaluate possible improvements.

We have partnered with one of the leading independent research agencies, **Antlere Abacus Consulting**, to execute this survey. As per the standards of market research, Antlere Abacus Consulting is legally bound to keep and maintain absolute confidentiality of your responses and safeguard your personal information and identity.

To make this survey productive and useful, we will be requesting you to share your candid feedback with the designated research agency's representative.

In case of any ambiguity or enquiry regarding this exercise, you may contact our 24/7 Contact Center at 042-111-000-622 or email us at info@mcb.com.pk

Regards,
Service Quality Division,
MCB Bank