

Employee and Community Engagement

Engaged employees = happy customers

PSBank believes in the direct correlation between employee engagement and business outcomes. Thus, it engages its employees to be fully immersed in and enthusiastic about their work so they will go above and beyond what is expected of them on the job. In the process, this leads to delighting customers and the rest of the community that benefit from PSBank's presence.

Proof of the success of the bank's strategy in employee and community engagement are the steady increase in [Net Promoter Score \(NPS\)](#) and [employee-Net Promoter Score \(e-NPS\)](#) it attained in 2018, as well as the phenomenal growth of its social media community. PSBank also further strengthened its engagement initiatives to challenge PSBankers to have an innovation mindset that leads to improvements in outdated processes, actively participate in championing the brand, as well as magnify its contributions to society through corporate social responsibility (CSR) projects.

Branded Customer Experience (CX)

In 2018, the bank further aligned its CX efforts with its brand values of speed, simplicity, and trust. PSBank designed a Branded CX that is distinctly its own. It mapped out the customer journey of Flexi and SME Loan borrowers to help employees visualize and better address the critical needs of customers. New customer feedback mechanisms were also launched, including the Loans Survey for Auto and Mortgage which helped in streamlining loans processes further and improving the consistency in service delivery, particularly for dealer and developer channels.

CX Advocacy Program

The bank also embarked on a [CX Advocacy Program](#), a flagship initiative for 2018, which aims to inculcate a service-oriented culture that focuses on enhancing the experience of PSBank customers at every encounter. By having CX Advocates in all branch banking segments nationwide, the bank was able to sustain the commitment of every branch



SOCIAL MEDIA COMMUNITY

39% jump in Facebook engagement with 947,282 followers in 2018 vs. 682,825 in 2017



CUSTOMER SATISFACTION

Increase in customer satisfaction score in e-channels (**92%** in both mobile and online) from 90%



EMPLOYEE ENGAGEMENT

94.77% active members in Workplace



EMPLOYEE SATISFACTION

Employee Net Promoter Score rose to **+73** in 2018 from +53.6 in 2017



#PSBank #SimpleLangYan #AugustoKoYan
PSBank Home Loan

MOST-VIEWED POST ON FACEBOOK

PSBank's Home Loan TVC, uploaded on YouTube and Facebook on August 6, 2018

4,737,822 people reached
3,214,704 3-second video views
70,092 reactions, comments, and shares
584,703 engagements

personnel in providing exceptional CX. In 2018, 99% of PSBank branches achieved their target NPS.

The Customer Engagement Division, which serves as the bank's main arm for organizational development (OD), conducted customized trainings and workshops for branch and head office teams. To maintain PSBank's differentiation in service delivery, Workplace groups such as Tick-Tock, Tick-TAT and E-Patrol, two of the programs with the highest engagements, remained as primary platforms to highlight PSBankers' alignment with the brand values and their commitment to exceptional CX.

CX Portal's Customer Dashboard and Modules

Through the CX Portal, the bank is able to prompt its service frontliners to update customer information on their records and for its sales personnel to offer data-driven product solutions to customers.

As a way of further enhancing customer engagement, clients celebrating their birthday receive email greetings as part of the bank's Simpleng Thank You campaign. This comes with a raffle promo in which winners get premium PSBank items, gift certificates, free movie passes or items from merchant partners. In 2018, close to 450 lucky customers received freebies from PSBank.

#SimplengThankYou

To ingrain a culture of customer service excellence and innovation, PSBank will continue to actively engage its internal and external clientele to achieve its vision of being the consumer bank of choice.



Giving Back to the Community

PSBank believes in "doing good by doing well." To magnify its contributions to society and communities, the bank engages its employees in its corporate social responsibility (CSR) initiatives and foster collaboration and volunteerism.



BAGS OF BLESSINGS

10,000 underprivileged families across the country benefited



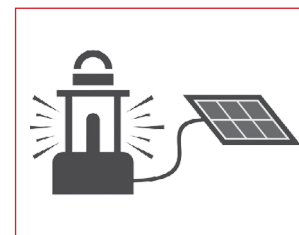
BLOOD LETTING

192 people in need of blood benefited from the blood donation drive



BRIGADA ESKWELA

4,031 students of Amado V. Hernandez Elementary School benefited



LIGHT OF HOPE

50 solar lamps given to the residents of Pangan-an Island, Mactan, Cebu



EDUCATIONAL ASSISTANCE

28 students graduated from Chiang Kai Shek College (CKSC) since 2008; 90 out of 96 scholars under our Save It Forward program have graduated