



## Two of Attijariwafa bank's business lines are certified ISO 9001: "The Securities Chain" and the "Handling of Customer Complaints"

Improving service quality has always been a key part of the Attijariwafa bank group's strategy. Indeed, the latter constantly aims to stand out in terms of customer satisfaction and loyalty by being its customers' key relationship bank.

In July 2019, the bank successfully passed the certification audit of two of its operations: customer claims handling and the securities chain (Management of Customer Relationship, Securities Accounts, Issuer & Investor Services and Custody of Collective Investment Schemes).

With this international label, the bank has implemented a quality policy and measures to offer its customers better responsiveness, support, visibility and transparency. The expected gains are as follows:

- To streamline, strengthen and improve handling processes by building a quality management system that complies with international standards.
- To consolidate a customer-centric culture by reinforcing the quality of the services provided and ensuring an optimal service level.

This certification, issued by Bureau Veritas, is the culmination of a project to build a quality management system in 6 months.

Customer relations remain a key element in the strategy of the Attijariwafa bank group. Through the analysis of customer complaints, the bank is able to determine the reasons behind satisfaction and dissatisfaction, to identify its customer expectations and thus to propose offers adapted to their needs.

### Press Contact - Attijariwafa bank group

#### Mrs Ouafaa GHAOUAT

Media Relations Manager

Phone : 00212 647 47 32 90

Email : O.Ghaouat@attijariwafa.com