



FRANSABANK Call Center was awarded the 1st prize- Gold Award for its participation in “Customer Relationship Management Grand Prix 2002”

July 2002

FRANSABANK received the 1 st prize- Gold Award among 47 institutions in Lebanon for its participation in “Customer Relationship Management CRM Grand Prix 2002”. This took place upon a survey conducted by “Teleperformance”, one of the leaders in CRM. It included 9 financial institutions, in addition to 38 institutions covering other economic sectors. In this survey, FRANSABANK got a grade of 95.45%, well exceeding the country’s overall benchmark of 71.94%, and the financial overall benchmark of 77.51%, keeping in mind that the grade received by the second institution in ranking was 89.68%. FRANSABANK’s 2002 grade was even higher than the grade received by the institution which won the 1 st prize last year and which was equal to 86.52%. As a matter of fact, FRANSABANK was in the lead among financial and non-financial institutions in establishing a call center and other related advanced technologies such as Computer Teleplay Integration (CTI) and CRM.