

## **Statement by the MD/CEO UBA Sierra Leone Usman Isiaka on the Official Opening of the New UBA Adonkia Branch**

**29<sup>th</sup> July 2021**

1. Salutations
2. About UBA
3. Our Mission
4. Our Vision
5. Way Moving to Adonkia
6. Conclusion

### **Salutations**

The erudite and esteem Chief Minister of the Republic of Sierra Leone Mr. Jacob Jusu Saffa, the Nigerian High Commissioner to Sierra Leone, His Excellency Mr. Henry John Omaku (FCIM), Honourable Member of Parliament representing Constituency 110, Hon. Kadajah Davies, the Governor of the Central Bank of Sierra Leone Professor Kelfala M. Kallon and other representatives from the Central Bank, Chairman of the Western Rural District, other constituency representatives here present, Chairman of the Board UBA Sierra Leone Mr. Abdul Kargbo and other respectable Board Members here present, our employers i.e. the esteemed UBA Customers, Executive Management Members and staff of UBA, our distinguished invited guests and members of the press, good morning.

I bring you greetings from the Group Chairman of UBA Plc Mr. Tony Elumelu (CON), the Group Managing Director (GMD) Mr. Kennedy Uzoka, the Group Deputy Managing Director, Mr. Oliver Alawuba who oversees all the 19 country businesses of UBA outside of Nigeria and my line supervisor Mrs. Abiola Bawuah, the Regional Chief Executive Officer for West Africa.

## **Distinguish ladies and gentlemen**

I am personally gratified this morning to fulfil a legacy of my predecessor Chinedu Obeta the former MD/CEO UBA Sierra Leone who started this journey of establishing the Adonkia branch of UBA about a year ago but now servicing as the MD/CEO UBA Zambia. He must be a very happy man today seeing his dream come through. At UBA, we are United by One Bank, and we remain committed to driving the global vision and mission of the Bank.

The Adonkia new branch is part of UBA Sierra Leone's strategic intent of expanding our reach to the banked, under-banked and unbanked populace across the country under our 2021 branch expansion project and the new UBA Branch Model and Prototypes that are expected to give our esteemed customers new experience of a beautiful business environment as exemplified by this edifice that is scheduled for commissioning today.

Specifically, the Adokia branch is one of the 5 new customer service touch points (3 branches and 2 cash points) the bank planned for the current financial year to bring the total number of our business offices in the country to 14 (10 branches and 4 cash points) for improved customer service experience and convenience of our existing and prospective customers.

## **Distinguish ladies and gentlemen**

### **About UBA**

United Bank for Africa Plc is a pan-African bank with our financial services group headquarters in Lagos. It has subsidiaries in 20 African countries and offices in three global financial service centres: New York, London and Paris with over 70 years banking experience in the continent.

UBA Sierra Leone started its operations in July 2008. As at date we have seven (7) full branches and 4 Cash points making a total of 11 service points across Freetown, Bo and Makeni where our customers can conduct their transactions. Today, we are here to open our 12<sup>th</sup> service point, a full fledge Branch in this beautiful

Adonkia environment, a strategic location linking Western Urban and Rural Districts.

### **UBA Our Mission**

To be a role model for African businesses by creating superior value for all our stakeholders, abiding by the utmost professional and ethical standards, and by building an enduring institution.

### **UBA Our Vision**

To be the undisputed leading and dominant financial services institution in Africa.

**Our business strategy** is built on being the bank of choice for businesses across the African continent. Using our extensive spread across the continent, we aim to facilitate inter-and-intra-African trade and be the pivot for the inflow of investment capital.

We focus on supporting people and businesses to succeed across Africa, Europe, and North America. Through our diverse range of financial products and services, we help people fulfil their goals and enable businesses to prosper.

## **Distinguish ladies and gentlemen**

### **Moving to Adonkia**

Adonkia is a coastal town around the peninsular in the Western Area Rural District of Sierra Leone. Adonkia lies about 8.5 miles (13.6 kilometer) south-west of Freetown. The major industry in Adonkia is fishing, stone, and coal mining. Adonkia was founded as a land for the Sherbros in the early eighteenth century. Moving to Adonkia is a deliberate strategic decision to lead in the execution of the Central Bank's financial inclusion drive in taking banking to the doorsteps of the Sierra Leonean public. This branch is here to cater for corporate, the retail unbanked and under-banked customers within and beyond this community.

## **The New UBA Customer Experience (CX) Initiative & Our Service Offering**

I am delighted to state that we will be bringing to Adonkia area the new UBA Customer Experience (CX) Initiative launched earlier this year across UBA Group which focuses on ensuring that we do more than is expected and delight our customers at every point of interaction. Right from the Security Staff at the entrance and within the bank's premises, to the Customer Service Officer, the Tellers, Customer Service Manager, the Branch Manager up to the level of the Managing Director as the Chief Executive Officer of the Bank and indeed every staff in the bank, our commitment under the New UBA CX Initiative is to:

- ✓ Do what we say we are going to do, NO EXCUSE, we give our words we keep it.
- ✓ Take ownership and resolve a customer's issue to the end
- ✓ Go the extra mile to delight our customers at every interaction
- ✓ Treat our customer with respect and always listen with the intent to serve and resolve
- ✓ Empower staff to resolve customer issues at first contact
- ✓ Provide our customers with the right information at the right time and
- ✓ Serve our customers with passion and a smile.

In this regard, the new UBA Adonkia branch will be providing to the delight of all the banking populace in this community and beyond the following services as obtainable in all other branches of UBA to create a new customer experience:

1. Account opening for Corporate, Small and Medium Enterprise and Individuals
2. Remittance services such as Africash, Western Union, Money Gram, Ria, BnB etc,
3. Bank to Wallet services using our Orange Money Push and Pull and Afrimoney Agent Services
4. Trade, Foreign Exchange and International Funds Transfer Services
5. Visa & Mastercard Debit/Prepaid Card Issuance

6. Enrolment for our digital banking services such as Mobile App, Internet banking, Leo Chat Banking among others
7. Cash Deposit and Withdrawal from accounts in all the 20 presence countries of UBA in Africa through **UBA Connect**
8. Issuance of Point of Sales (POS) Terminals to Supermarkets and Traders as part of the Cashless Policy initiative of the bank.

I am also happy to note that the new Adonkia branch will make our existing and prospective customers within this area to avoid the stress and long drive to Lumley or the central business district to access financial services when UBA is just a stone throw within easy reach. The establishment of this branch is in fulfilment of the clarion calls by some of our customers within this locality to bring our services closer to them, I am delighted that this has come to fruition.

Let me conclude by appreciating our Board of Directors and all my colleagues in the bank that have been working behind the scenes to make this branch opening a reality right from the branch conception and approval by the Board, to construction, resourcing and to the eventual commissioning of today. I wish to also express my sincere appreciation to the Central Bank of Sierra Leone (BSL) for the inspection and final approval to commence operation at the branch. And to our esteemed customers and employers, we remain at your service always and thank you for your continuous patronage.

Ladies and gentlemen, thank you so much for your time and attention.