



**FOR IMMEDIATE RELEASE**  
**Citigroup Inc. (NYSE: C)**  
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**Citibank Singapore is Ranked No. 1 Among Banks  
for Customer Experience in Report by Independent Research Firm**

*Bank reclaims top spot in annual survey as it further invests in mobile app  
and enhances customer feedback initiatives*

**Singapore** - Citibank was the top-ranked bank for the second time in three years, in an annual Singapore customer experience study by global research and advisory firm Forrester.

The global bank took top spot among multichannel banks in the Forrester Singapore 2023 Customer Experience Index (CX Index™) released today. The study focuses on the quality of customer experience among the financial services brands in the banking and automotive/home insurance sectors.

Brendan Carney, Citibank Singapore Chief Executive Officer, said: “This Forrester recognition, coming directly from our customers, is for us a testament to our team’s relentless focus on providing exceptional service and delivering remarkable value to our customers across our Wealth Management, Cards, and Lending offerings.”

“We listen to our customers every day for feedback on how we can serve them better and provide them with more value, and we invest every day to act on that feedback. Our goal is not just to give great service, but also to offer compelling value as well to generate sustained customer delight.”

Citibank has an omni-channel customer engagement model encompassing various physical and digital touch points. Its central thrust is creating exceptional client experiences, whether customers are meeting its dedicated team of experts or banking on the go with its intuitive Citi Mobile® App.

The bank places great emphasis on valuing customer insights, most notably with its Voice of Customer initiative that incorporates client feedback into its journey-mapping efforts which guides its employee training and development programs.

Citibank also invested in key enhancements to its mobile app, including developing a dedicated module that offers Citigold and Citigold Private Client customers a convenient one-stop access to exclusive features and benefits. It also improved the digital onboarding and rewards redemptions for credit cards customers, and enriched its wealth dashboard with sharper analysis and deeper portfolio insights.

The latest Forrester recognition follows Citibank being ranked the #1 bank in the Singapore’s Best Customer Service Award by The Straits Times and Statista in 2022, and winning The Asset Triple A Digital Award in 2022 for Best Retail Online Banking Experience in Singapore.

Nilesh Kumar, Citibank Singapore’s Head of Digital Channels and Experience, said: “Our priority is to provide a seamless, fast and secure customer experience, and what sets us apart is our constant drive to listen to customer feedback and act upon it. We actively encourage customers to share their thoughts, suggestions, and concerns, as each piece of feedback helps us refine and optimize our services.”

“Whether it is through surveys, focus groups, or social media channels, we engage in an open and transparent dialogue with our customers. Valuing their insights even more is a critical source of improvement.”

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### **About Citi:**

Citi is a preeminent banking partner for institutions with cross-border needs, a global leader in wealth management and a valued personal bank in its home market of the United States. Citi does business in nearly 160 countries and jurisdictions, providing corporations, governments, investors, institutions and individuals with a broad range of financial products and services.

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### **Note:**

Forrester’s proprietary 2023 CX Index™ survey is based on response from 2,632 Asia Pacific individuals ages 18 and older in Singapore. The number of Singapore online adults that interacted with a specific brand within the past 12 months is as follows: auto/home insurers: 1,803; banks: 1,801. The proprietary survey results are based on consumers’ opinions of the experiences with the brands in the survey. Forrester Research does not endorse any company included in any CX Index™ report and does not advise any person to select the products or services of any particular company based on the ratings included in such reports.

### **Media Contact(s):**

Alvin Foo	<a href="mailto:alvin.foo@citi.com">alvin.foo@citi.com</a>	+65 6557 5571 / +65 96806265
Karen Lin	<a href="mailto:karen.jh.lin@citi.com">karen.jh.lin@citi.com</a>	+65 6657 5438 / +65 9103 6838