Co-op Bank Named “Overall Winner” in the 2023 Banking Industry Customer Satisfaction Survey of The Kenya Bankers’ Association (KBA)

*Nairobi, Tuesday 5 March 2024*……The Co-operative Bank of Kenya has emerged as the **Overall Winner** of the ***Banking Industry Customer Satisfaction Survey*** conducted by the Kenya Bankers’ Association (KBA). Co-op Bank was also named the winner in the Tier One Bank Category. This is the second consecutive win for Co-op Bank, having also won the overall title for year 2022.

The survey was conducted by interviewing over 30,000 customers of Kenyan banks from across the country. With its high response rate, the 2023 survey provides invaluable insights that will undoubtedly inform policies towards enhancing financial inclusion for the country’s highly dynamic and diverse banking public through fact-based innovation.

Commenting on the award, the Co-op Bank Group Managing Director & CEO Dr Gideon Muriuki said, “Co-op Bank will continue to invest substantial resources in building the teams, the tools and the technologies to deliver a fulfilling customer experience across all our service channels.”

The results of this survey were released this morning at a media briefing hosted by KBA at the Radisson Blue, Upperhill in Nairobi, where Co-op Bank was presented with a certificate of recognition for excelling in customer service based on the survey’s findings.

The annual Banking Industry Customer Satisfaction Survey was initiated in 2018 as part of efforts being spearheaded by KBA towards enhancing customer experience in the banking industry.

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