

For Immediate Release



CIBC FirstCaribbean Celebrates Customer Service Week Shedding Light On Team Service

Willemstad October 2023 - CIBC FirstCaribbean, in line with the global effort to commemorate Customer Service Week, took the time to shine a spotlight on the importance of teamwork in order to further exemplify client service excellence by doing what the bank does best—namely, looking after its clients' needs and responding to their requirements.

Throughout the week, the bank organized various activities each day to highlight customer service, keeping the bank's standards top of mind. This was also a way to show appreciation and thank its frontline staff and support departments, who consistently go above and beyond to uphold its client-first principles. The week kicked off with a special dedication by CIBC FirstCaribbean CEO Mr. Mark Sint Hill and the Chief Commercial Officer, Mr. Pim van der Burg.

Customer Service Week has its origins in an event that took place 30 years ago, when the United States Congress officially declared it as a nationally recognized occasion to be observed during the first week of October. Over time, it has evolved into a signature event that serves as a testament to the significance of customer service and the dedicated individuals who tirelessly serve and support customers on a daily basis.

CEO of CIBC FirstCaribbean Mr. Mark Sint Hill said “We are excited to join global effort to commemorate Customer Service Week this week. You already know how I feel about our fantastic and formidable team! Customer Service Week reminds us that no matter our role, whether client facing or in a support role, we are one team and one bank, working together towards a common goal of being first for our clients.”

Mr. Pim van der Burg the Chief Commercial Officer of the bank said “this year’s theme, Team Service is quite apt in our own banking environment and any other enterprise for that matter since, as the saying goes “one hand cannot clap”. We therefore need to continue to work in unison to ensure that our clients see no one else ahead of us when they think about customer service.”

This year's Customer Service Week at CIBC FirstCaribbean was a week filled with exciting activities. Employees participated by wearing different colors on various days to highlight their commitment to customer service.

The week was launched with a special salute to our client service heroes in the specially decorated branch and during the week different delicious treats were shared amongst the bank staff. The week also featured engaging events, including a "Sharing and Caring" photo competition, quizzes and the display of posters to serve as a reminder to Team CIBC FirstCaribbean of its dedication to delivering excellent customer service.

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About CIBC FirstCaribbean

CIBC FirstCaribbean is a relationship bank offering a full range of market leading financial services through our Corporate and Investment Banking, Retail and Business Banking and Wealth Management segments. We are located in twelve (12) countries around the Caribbean, providing the banking services through approximately 2,700 employees in 48 branches and offices. We are one of the largest regionally listed financial services institutions in the English and Dutch speaking Caribbean, with US\$13 billion in assets and market capitalization of US\$1 billion. We also have a representative office in Hong Kong that provides business development and relationship management for our fund administration. The face of banking is changing throughout the world and CIBC FirstCaribbean intends to lead these changes with the expertise, integrity and knowledge gained from banking in the Caribbean since 1836.

CIBC FirstCaribbean is a member of the CIBC Group. CIBC is a leading Canadian-based global financial institution with 11 million personal banking and business clients. Through our three major business units - Retail and Business Banking, Wealth Management and Capital Markets - CIBC offers a full range of products and services through its comprehensive electronic banking network, branches, and offices across Canada with offices in the United States and around the world. For more information about CIBC FirstCaribbean, visit www.cibcfib.com, [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

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