

Union Bank of India secures 2nd Rank in EASE reforms

Mumbai - January 11th, 2024: Union Bank of India is ranked 2nd for Q2 FY 2023-24 in EASE Reforms Index for adopting reforms prescribed for Public Sector Banks by Indian Banks' Association (IBA).

Union Bank of India has been excelling in areas related to enabling various digital and digitally assisted journeys for customer convenience, delivering excellence in customer service with digital enablement, leveraging analytics capabilities for personalized offerings & developing people and enhancing HR operations.

The performance of PSBs is measured on 4 Themes under EASE 6.0, in which, Union Bank of India is declared as the Best Bank under the theme “**Developing People and Enhancing HR Operations**” and 2nd runner up under the theme “**Delivering Excellence in Customer Service with Digital Enablement**”.

Enhanced Access & Service Excellence (EASE) is an initiative by the DFS (GOI) as part of the PSB Reforms Agenda and is currently under its sixth iteration which focuses on “**Customer-friendly banking enabled by modern capabilities**”.

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PRESS RELEASE

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