

## **Union Bank of India secures 3<sup>rd</sup> Rank in EASE reforms**

**Mumbai - April 5<sup>th</sup>, 2024:** Union Bank of India is ranked 3<sup>rd</sup> as per the report on EASE Reforms Index for Q3 FY 2023-24 by Indian Banks' Association (IBA).

Union Bank of India has been doing well in areas related to enabling various digital and digitally assisted journeys for customer convenience, enhanced number of services provided at non-home branches, customer service through integrated complaint management tool for customer grievances, robust cyber security in place to mitigate threat, optimizing HR operations to maximize efficiency, adoption of analytics based stress testing model, effectiveness of target setting processes and digital manpower planning and deployment.

The performance of PSBs is measured on four themes under EASE 6.0, in which, Union Bank of India has successfully secured runner up position under three themes i.e., “**Delivering Excellence in Customer Service with Digital Enablement**”, “**Digital and Analytics-driven Business Improvement**” and “**Developing People and Enhancing HR Operations**”

Enhanced Access & Service Excellence (EASE) is an initiative by the Department of Financial Services, Ministry of Finance, Government of India 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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