

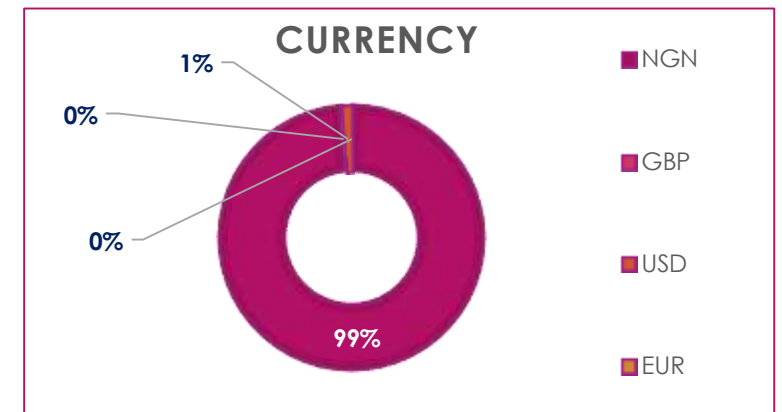
REVIEW FOR JANUARY &
FEBRUARY

SAF ACCOUNT OPENING

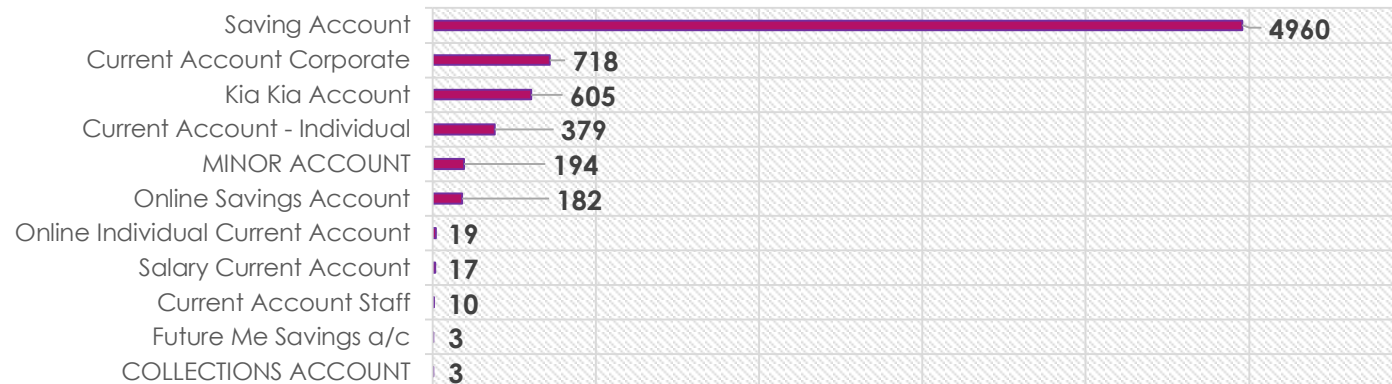
January

Number of Account
Opened
7,091

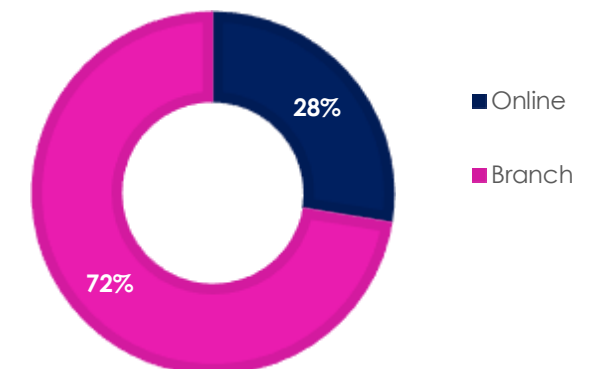
Status	Count	Percentage
ACTIVE	6,882	97%
INACTIVE	192	2.70%
OPENED	12	0.20%
SUSPENDED	4	0.06%
TO BE REJECTED	1	0.04%



Account by Count



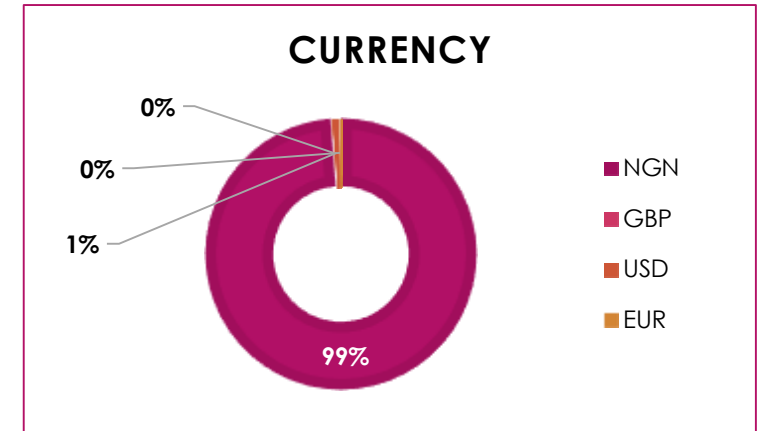
ACCOUNT OPENING MEDIUM



February

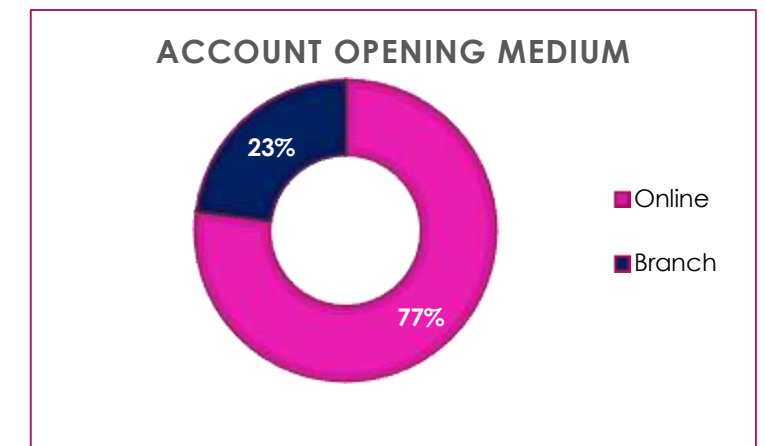
Number of Account
Opened
6,043

Status	Count	Percentage
ACTIVE	5,943	98%
INACTIVE	93	1.50%
OPENED	4	0.49%
SUSPENDED	3	0.01%

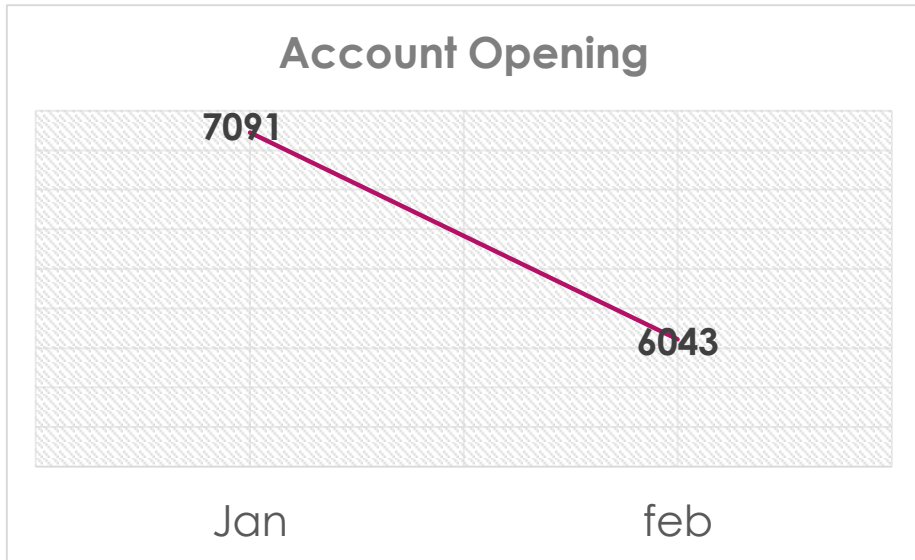


Account by Count

Saving Account	4575
Kia Kia Account	422
Current Account Corporate	364
Current Account - Individual	321
Online Savings Account	239
MINOR ACCOUNT	89
Online Individual Current Account	21
Salary Current Account	4
Current Account Staff	2
Supa Account	1
COLLECTIONS ACCOUNT	3



Trend & Insights



*** Account opening dipped by 15%

- ❑ Account opening declined in the month of February by 15%: this could be as result of cash crunch, as some customer may consider not to open as they may be unable to fund it.
- ❑ Over 75% of accounts are open online: effort to continuously improve reliability and overall experience on this platform must be sustained.
- ❑ Relationship managers should cross-sell the bank's product with respect to FCY (USD, GBP & EUR) account types to encourage foreign inflows.
- ❑ Customer reach-out campaign should be in place, (to be driven by Customer care/RMs) to help keep account operational and active: this will help reduce Inactive/Dormant account count.



Thank You