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To: All Branch Managers

From: V/P -- Information Technology

**Subject: Designation of Young Tech-Native Staff for Mobile Banking Support and IT Escalation**

In line with our strategic commitment to digital transformation and customer-centric service delivery, it is imperative that each branch strengthens its capacity to support mobile banking customers and ensure seamless IT escalation. To achieve this, branches are required to designate a **young, tech-native staff member with an IT background**, or alternatively appoint a tech-native **Customer Support Officer (CSO)** dedicated to mobile banking (digital banking) and IT coordination.

#### Directive

- **Assign or Recruit:** Identify one qualified young professional with strong IT skills, or appoint a capable CSO for mobile banking support.
- **Customer Engagement:** Ensure the designated staff member provides proactive assistance to mobile banking (digital banking) customers, including on boarding, troubleshooting, branch staff and digital literacy support.
- **IT Escalation:** Establish the staff member as the single point of contact for escalating technical issues to Head Office IT or Call Center.
- **Digital Advocacy:** Promote adoption of mobile banking services within the branch and act as a champion for digital innovation.
- **Capacity Building:** Participate in ongoing training programs to remain current with mobile banking features, cyber security protocols, and IT best practices.

#### Expected Outcomes

- Improved customer satisfaction and trust in mobile banking services.
- Streamlined communication and faster resolution of IT issues between branches and Head Office.
- Strengthened digital culture and readiness across the organization.
- Enhanced branch-level capacity to support the bank's long-term digital transformation agenda.

Kind regards,