

Stanbic Bank moves forward, closer to customers

 By [Walter Wafula](#)

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Stanbic Bank Uganda has changed its slogan - “Inspired. Motivated. Involved”, to “Moving forward” in a bid to recognise its customers and serve them better. The bank made the change last week in Kampala, making Uganda the third nation in which the new tagline has been adopted.

According to Philip Odera, the bank's managing director, the statement is about “making the right connections” inspired by the need to focus the mindset of the bank's staff towards improving customer service and delivery.

Moving Forward is meant to reaffirm the bank's commitment to deliver the best services to the customer. The new slogan has been placed on its website and marketing material. The rebranding has also been carried out in Kenya, Tanzania, and Uganda and is to be implemented in all member states.

ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at wafwalt@yahoo.com and connect on LinkedIn.

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