



LLOYDS TSB LAUNCHES BILINGUAL CALL CENTRE FOR POLES

Lloyds TSB has today launched a new fast track account opening service for Poles planning to move to the UK, making opening a current account with Lloyds TSB easier than ever before.

The new service will allow potential customers to set up a bank account by making just one free phone call before they even leave Poland.

A special call centre operated by Polish speaking consultants has been set up, so all the Polish migrant has to do is call Lloyds TSB to get an account number and schedule a meeting at a chosen Lloyds TSB branch to complete the formalities.

To raise awareness about the new call centre, Lloyds TSB has launched a local advertising campaign in Poland.

Caroline Brady, Lloyds TSB said: “The growing Polish community is very important to us and that is why we are doing our best to provide Poles with a dedicated service even before they arrive in the UK. The call centre, based in Glasgow, Scotland, is a quick, easy and safe way to start the bank account process, making sure people are well prepared for their journey. It saves time and keeps procedures simple and down to the very minimum and is a great example of Lloyds TSB helping to make it easier for Poles heading for the UK.”

Many Poles are unaware of the importance of having a bank account when living and working in the UK. Caroline said: “Most employers in the UK insist that an employee has a bank account so that they can pay their salary into it. The launch of the bilingual call centre will mean that people moving to the UK will no longer need to worry about this aspect of their journey.”

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LLOYDS TSB LAUNCHES BILINGUAL CALL CENTRE FOR POLES ... / 2

Marta Sudoimirska, team leader, at the new Lloyds TSB call centre said: “Getting your finances in order when you move to a new country can be a bit daunting. Being able to start the account opening process before you even leave Poland is fantastic and speaking to somebody in your own language will definitely help to put you at ease.”

Lloyds TSB has also recently launched a new account, called the Silver Account which is ideally suited for people who have moved to the UK, particularly the growing Polish community. The Silver account is £2 a month for the first three months (normally £7.95 a month) and its key benefit for Poles is the Money Transfer Card – a secure and easy way of sending money home. The card can be sent to a designated family member or friend who can then use the pre-loaded card for cash withdrawals and purchases wherever VISA is accepted. The card can be topped up by the account holder up to three times a day.

In the past 12 months Lloyds TSB has launched a range of initiatives to meet the growing demands of the Polish community. At the beginning of the year, it opened the UK’s first international banking store, which specialises in serving customers from overseas. It has recruited over 180 fluent Polish speakers in branches across the UK and it is the only bank in the UK to accept one form of photo identification. Polish language brochures are also available in the bank’s top 250 Polish serving branches.

Lloyds TSB is also one of the first banks in the UK to offer credit facilities for recent arrivals to the country. New arrivals can apply for both overdraft and credit card facilities and if the customer meets certain criteria these can be agreed within just 3 months of opening the account.

For further information on the Lloyds TSB visit; www.lloydstsb.com/polska.

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LLOYDS TSB LAUNCHES BILINGUAL CALL CENTRE FOR POLES ... / 3

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