

## Metro Bank Wins Award for Technology Innovation

Monday 3 November, 2014

Metro Bank, the revolutionary high street bank, was today awarded the **Technology Innovation Enterprise Award** by Microsoft as part of the 2014 Microsoft Dynamics Customer Excellence Awards programme.

The award recognises Metro Bank's innovative approach, which combines the best technology across every channel, to ensure customers have a real choice about how they bank.

**Craig Donaldson, Chief Executive, Metro Bank commented:** "Technology innovation is not about forcing customers online; it's about offering them a choice. We use the most advanced systems to support customers through whichever channel they choose to use for their banking. Whether that's online, by mobile, by telephone, or in-store is up to the customer; our job at Metro Bank is to always put our customers first and make sure that innovation is continuous, so that we make our customers' lives easier. We're very proud to have been recognised by Microsoft, a market leader in technology, for our innovative approach and we are extremely excited about what it means for our customers as we move into 2015."

**Commenting on the award win, Bob Stutz, Corporate Vice President, Microsoft Dynamics CRM** said: "Metro Bank have won the technology innovation award as they are the perfect showcase of how business and technology teams can work together to deliver a truly amazing experience for customers and internal colleagues. The team constantly look at the very latest Microsoft technology to meet new business requirements and quickly look to provide a highly productive and engaging experience to manage customer facing interactions. They now have a complete single view of the customer and are constantly innovating and utilising our technology at the very core to achieve it. Truly exciting and a team that epitomise best practice!"

The 2014 Customer Excellence Awards, which are presented in 15 categories, recognise and celebrate Microsoft Dynamics customers that have achieved notable accomplishments using their Microsoft Dynamics solutions.

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