



 **Mark Turnbull**

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What this means for our customers



RBS - One Campaign

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What this means for our people

We think and act as
One Bank



How would we like it to feel?
We treat our colleagues with respect,
trust and care.
We will take every opportunity to learn
about our sister businesses.
We think and act as One Bank.

To think differently about
our customers:
We put the customer at the heart of
everything we do.
We deliver a single, great experience
to our customers, whichever brand
or business they use.
We will go out of our way to understand
our customers' needs and make it easy
for them to do business with us.

To be recognised as an open
and honest bank:
RBS UK has the best interests of
employees and customers at heart.
When we make a mistake we admit it,
put it right and learn from it.
Our customers will trust us and
recommend us to potential new
customers.

RBS UK One Bank, One Team

We will take every
opportunity to learn
about our sister
businesses

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We recruit for
attitude

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To think differently about our people:
All our people are important to us and we
will seek their feedback.
We will support our people with
appropriate training and development.
We will create opportunities to learn
about each other's businesses.

To change the face of banking:
We will innovate in how we deliver the
customer experience.
We will invest in improving the customer
experience.
The customer experience will be central
to everything we do.
We will respond to suggestions on how
to improve how we work, so we provide
the very best service.

To recognise and reward our people:
We will recruit for attitude and support
diversity across RBS UK.
We will reward all our people for
delivering excellent customer service.
We will recognise employees who are
living the RBS UK values.
We will continually recognise outstanding
achievers across RBS UK.

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