

FORTIS MICROFINANCE BANK PLC TAKES THE BANK TO THE PEOPLE



R-L: Chief Jonathan Onyekwere, Igwe of Igbo community, Masaka, Nasarawa state filling an account opening form, flanked by Chief Tiko Okoye, MD|CEO Fortis Microfinance Bank Plc during the launch of Fortis' Cultural Marketing Drive at Masaka, Nasarawa state.

In what is christened “Cultural Marketing Drive,” Fortis Microfinance Bank Plc has introduced a new dimension of marketing to its system of reaching out to customers as she paid a courtesy call to the people of Masaka community through the Igbo peoples’ leadership on 28th April 2016. This is the first in a series of campaign aimed at enlightening and empowering the populace as the bank continues to provide the necessary business support as well as platform for absolute financial inclusion.

The Bank, having joined 16 other MFI’s around the world to become the first Financial Institution in Nigeria to be CPP-certified, is not resting on its oars towards ensuring total customer satisfaction, and reducing drastically, the numbers of the unbanked populace in Nigeria.