

**IBA Karachi partners with 1LINK for customized training programs for employees and service quality evaluation as part of 2021 theme of 'Customer Centricity' at 1LINK**



IBA partners with 1LINK for designing & conducting a customized training program for employees under the 2021 theme of 'Customer Centricity'. The initiative will include high-level performance evaluation of 1LINK's service quality & workshops /training programs with key focus areas on soft skills development, business communication and customer service.

The IBA's Center for Executive Education (CEE) provides opportunities to executives working at different echelons in organizations to enhance their careers by gaining knowledge and insights into the state-of-the-art communication and management techniques along with advice on leadership and strategy.

1LINK, Pakistan's leading financial enabler, is driven by data, technology & people working towards expanding reach across the payment ecosystem through value creation via innovation while ensuring security. 1LINK's core value system includes knowledge enhancement and capability building for its most important resource – the people, by equipping them with skills & knowledge so that they become catalysts in bringing groundbreaking innovations and achievements.

With this collaboration, 1LINK will invest in a program of employee development conducted by distinct IBA faculty members and facilitators which will positively impact performance, productivity, & profitability at the organizational level. IBA-CEE's experts will further look into the service quality's maturity of 1LINK. The ceremony was held at 1LINK head office in Karachi and was attended by Dr. Rameez Khalid, Director IBA-CEE and Mr. Najeeb Agrawalla, CEO 1LINK along with senior officials from both organizations.

At the occasion, 1LINK CEO, Mr. Najeeb Agrawalla commented "...At a time when the industry is moving at a faster pace than ever before and 1LINK is seeing a surge in new customers, this initiative of 'Customer Centricity' will instill a customer-first approach in a B2B space, which is very different from B2C engagement. 1LINK aims to cultivate a rich culture of personal and professional development in employees and with IBA's long-standing reputation of quality education, it is the ideal institution to enhance 1LINK employees' skillset that will spur innovation, improve customer interactions and boost performance that is integral to the success of the organization...". Similar spirit was reciprocated by Dr. Rameez Khalid who said "...1LINK is one of the pioneers in Pakistan that has taken the initiative of getting their service quality gauged using expertise of IBA-CEE's Operational Excellence Forum and subsequently various customized workshops will be developed and delivered..." The ceremony concluded on a high note of enthusiasm for the steps ahead.

**About 1LINK:**

1LINK (Pvt) Limited, owned by a consortium of 11 banks, is the country's 1st PSO/PSP and largest switch and payment system, providing a host of valuable online banking services like ATM switching, Bills Payment, Inter Bank Funds Transfer, Fraud Risk Management, Switch Dispute Resolution, International Payment Schemes, PayPak – Domestic Payment Scheme, etc. 1LINK is continuously evolving and adding new products and services to benefit the financial industry. For more information, please visit: <https://1link.net.pk/>

**About IBA:**

IBA is the oldest business school outside North America. It was established in 1955 with initial technical support provided by the world-famous Wharton School of Finance, University of Pennsylvania; later, the University of Southern California set up various facilities at the Institute. The course contents, curriculum, pedagogical tools and assessment methods were developed under the guidance of reputed scholars from these institutions. IBA has guarded the high standards and academic traditions it had inherited from Wharton and USC while adapting and adjusting them with the passage of time. For more information, please visit: <https://www.iba.edu.pk/>