

- PRESS RELEASE -

## Erste Chat online customer supported introduced

Zagreb, June 28, 2010 – Aiming to find new communication channels towards existing and potential clients, Erste&Steiermärkische Bank d.d. (Erste Bank) has introduced its online customer support **Erste Chat** on its website. Thus Erste Bank is the first bank on the Croatian banking market to make it possible for its clients and all other interested parties to communicate with the bank via chat.

From now on, it will be even easier for all interested parties to communicate with the bank, comment on novelties in relation to the bank, or ask questions. Internet access is all one needs to use Erste Chat. There is a note on Erste Bank's homepage [www.erstebank.com](http://www.erstebank.com) which indicates whether online customer support is available, depending on the availability of agents at the bank's contact center. If no agent is available, clients can send e-mails.

Erste Bank has always striven to distinguish itself with its products and services, and it places a lot of emphasis on innovation and discovering new communication channels towards clients. With the current challenging situation on the market, the need to understand clients is more important than ever, so the bank focuses even more intensively on this segment. It was also the first bank in Croatia to create a Facebook profile recently and has so far marked more than 1,000 "fans". The new concept "Because Your Opinion Comes First" was introduced recently with the aim to obtain as many client opinions as possible based on which the bank will be able to systematically and efficiently invest additional efforts in the identification of target segments with room for improving its own business. Apart from the above, Erste Bank has been issuing the electronic newsletter Erste SVIJET since the end of last year, in which clients can read news and interesting facts about the bank every month.

**For all additional information:**

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