

# NOBA

## NORDAX BANK WINNER OF BRILLIANT AWARDS FOR BEST CUSTOMER SERVICE IN THE INDUSTRY

**Stockholm 22 February 2024:** Nordax Bank, a part of NOBA Bank Group, ranks in top when 2,3 million people are asked which bank in Sweden that provides the best customer service. Nordax Bank has managed to maintain an average customer satisfaction rate of 93.2% among its own customers during 2023. A clear success factor is the employee's engaging approach. The survey is conducted by the analysis firm Brilliant Future.

“Even though we have been in the absolute top for several years, our goal has always been to become the best. The key has been a systematic and goal-oriented work overtime that has involved the whole organisation. This is something that boosts pride and engagement among those who interact daily with our customers, which in turn provides the best prerequisite for creating real customer value”, says Malin Jönsson, COO at NOBA (Nordax Bank, Bank Norwegian, Svensk Hypotekspension).

To improve customer experience, much time is dedicated to listening and acting upon feedback from customers.

“We learn from every customer interaction through active listening, coaching, and by analysing the conversations. This becomes valuable insights that we incorporate into our internal training programs, which we continuously update based on customer feedback. In 2023, we managed to maintain an average customer satisfaction rate of over 93%. This says a lot about the personalised approach that has been consistently maintained by our nearly 200 customer service team members in every customer meeting. We already speak 20 different languages and are now focusing on further developing diversity and inclusion aspects in our ongoing service. I am looking forward to taking the next step together with the team”, says Malin Jönsson.

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### **About NOBA Bank Group**

*With a diversified offering through the three brands Nordax Bank, Bank Norwegian and Svensk Hypotekspension, and 2 million consumers, we have the size, knowledge and scalability to enable healthier finances for more. NOBA collects specialized, customer centric financial offerings that are sustainable for the individual, the bank and society at large, today and tomorrow. NOBA Bank Group AB (publ) ("NOBA") is owned by Nordic Capital Fund IX, Nordic Capital Fund VIII and Sampo. Today, the NOBA group has approximately 630 employees and is active in 7 markets.*

*As of 30 September 2023, lending to the public amounted to SEK 107.8 billion and deposits to SEK 93.7 billion.  
Read more about NOBA and our brands at [www.noba.bank](http://www.noba.bank).*