

Business Beat

Service emphasized at bank

Service is what will set the Continental Bank of Canada apart from other financial institutions, according to Hugh Gray, manager of the bank's new branch at Markham's Gateway Centre, at 3000 Steeles Ave. E.

Mr. Gray made the comment following a recent ceremony marking the official opening of the branch in Markham.

"Continental has acquired a national reputation for high quality service, especially among its traditional customers — medium sized businesses," Mr. Gray explained.

"Our full service branches are structured so that decisions and actions are often made at the source where business originates."

Continental Bank has 57 branches from St. John's, Nfld., to Victoria, B.C., which all provide full range of banking services.

GROUND FLOOR

Officials for the local branch say they're able to offer customers innovative banking services, because the Markham bank was built from the ground floor with the latest computer equipment included.

"We aren't interested in high technology for its own sake," said Mr. Gray. "The Canadian banking industry is very competitive. When we began operations we realized right from the start that we couldn't be another 'me-too' bank."

"We have to provide superior banking products and deliver them in a more personal way," he said. "And we see advanced technology as a means of providing useful benefits for the bank's customers."

In addition to offering daily interest, the bank also provides personal banking customers with customer account representatives, who will answer any questions clients may have about services.

Customers also get Continental's monthly banking report, which summarizes a client's dealing with the bank in one statement.

TRADITIONAL LINES

In addition to the personal banking system, Continental will also pursue its traditional lines of commercial business.

"We have more than half a century of experience working with Canadian enterprise," said Mr. Gray. "Our philosophy has always been based on service. More often than not, our people conduct business right on a customer's premises."

"We have an advanced commercial banking system which offers our traditional customers — medium sized businesses — all the cash management services previously offered only to large corporations. At the heart of this system is the Business Management Account, a fully automated funds/loan management system which makes good use of our computer technology," stated Mr. Gray.

"A major benefit of the system is that it allows a company to make optimum use of its own cash resources, which are becoming increasingly important during these uncertain market conditions," he added.



David A. Lewis, president of the Continental Bank of Canada cuts the ribbon with Markham's acting mayor Carole Bell at the opening ceremony held recently for the local branch.



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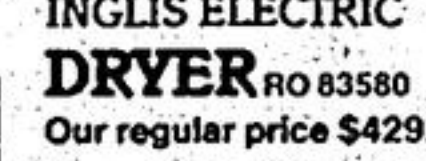


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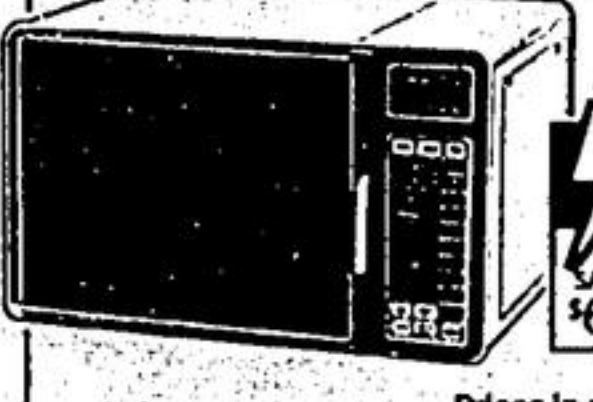


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