

## **Reach in Reach out (RIRO)**

Punjab National Bank launched a new initiative on 29 June 2018 called RIRO which will serve as a communication tool to communicate with staff (reach in) and customers (reach out). It will facilitate uniform broadcasting of content, like a television channel, across the branches. Content for customers may include promotion content, regulatory and customer service notifications as well as near-live broadcasting of events (similar to webcast). Similarly, content for staff members may include broadcasting of corporate messages, showing demos of new products and services to build awareness among staff members, remote on-location trainings as well as any urgent communication. RIRO will also provide an opportunity for showcasing products across branches. It has been activated in 6 branches so far: Parliament Street, Janpath, Dwarka Sector-10, Gurudwara Road in Karol Bagh, Punjabi Bagh as well as Head Office in Dwarka.