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TFB And Allies Launch TFB Payroll Extra Package For Customers

The Thai Farmers Bank PCL recently joined hands with its subsidiaries and business allies in launching the TFB Payroll Extra package, with access to special interest rate loans and discounts on health care services.

TFB Executive Vice President David Lee Hendrix told reporters that the above TFB Payroll Extra package would be another special offer to customers, both existing and new, who have their monthly payrolls channeled through TFB banking services.

Companies managing their payroll disbursements through TFB will be eligible for special group life and car insurance services from Muang Thai Life Assurance Company Limited, including annual medical checkups by Rama IX and Samitivej hospitals.

For their employees, they will receive special discounts on service fees and interest rates in personal loans. Included as special offers will be special discounts for TFB debit, ATM and credit cards, together with special interest rates on home loans and TFB Personal Loan Privileges.

A twelve-percent discount on car insurance Types 1, 2 and 3 is also offered by Muang Thai Life Assurance Company Limited, as well as on mandatory third party car insurance. The company also provides special interest rates on its '20/20' insurance savings scheme, and a life-long insurance scheme.

The Extra Health Care package is also a plus. Having their payroll channeled through TFB accounts, customers will also receive special offers of 5-10 percent discounts on health care services, as well as weight-control and body slimming programs at 25 percent discounts from leading hospitals and health centers. Now on the list are Rama IX, Samitivej, Phaya Thai, Lat Phrao and Thonburi 1 Hospitals, together with Marie France Bodyline. The Bank also plans to extend its health care program to include all types of health care for the betterment of its customers.

The TFB Payroll Extra could be thought of as an additional welfare program for customers who have their payrolls processed through TFB. They will have access to numerous services at exceptionally low prices, said Mr. Hendrix. The above offer is part of the relationship strategy of the Bank, encouraging holders of payroll accounts to use more products of the Bank, its subsidiaries, business partners and allies. Through the TFB Extra program, the Bank anticipates customer growth of about 5-10 percent in one year.

The Bank will also have a special offer for those who have held a minimum of 5,000 Baht in their payroll accounts during the previous six months, as part of the relationship strategy to encourage customers to use TFB more as their main banking resource.

From August 1 until December 31, 2002, all new company payroll accounts will be eligible for the TFB Payroll Extra Package.
