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## **FAMILIA AMBASSADOR PROGRAM TOUCHES DOWN IN BELAU**

Bank of Guam Belau Branch first outside Guam to complete training program

Friday, March 25, 2022, Hagåtña, GU - Bank of Guam announced today their Belau Branch Team has successfully completed the transformation to the Familia Ambassador Model, making Belau the first branch outside of Guam to complete this universal training program.

Bank of Guam's Familia Ambassador Program is a blend of classroom learning and hands-on experience combining the traditional role of a teller with the upskilled expertise of a universal banker. Each Familia Ambassador is hand-selected and undergoes extensive cross-training over a broad range of financial services while focusing on the customer experience. The new model allows staff to follow the customer throughout their journey, from start to finish, allowing for a complete one-stop experience.

On March 25, 2022, the Bank's newest Familia Ambassadors alongside the Familia Ambassador Pilot Team that traveled from Guam to deliver the training, joined family and friends for a graduation ceremony. Belau Branch now joins 7 branches on Guam operating under the Familia Ambassador Model.

*The Familia Ambassador, universal teller program is part of our commitment to deliver a superior customer experience in Belau, changing the way we interact with our customers, streamlining their journey, and elevating the customer experience.*

**-Brandon Cruz, Vice President, Belau Branch Manager**

It's been an honor meeting our customers in Belau. Our Familia Ambassador program is not an out-of-box solution, it's a customer-driven change, bringing ease to our service delivery and expanding the evolution of our customer experience.

**-Eric Mendiola, Vice President, Familia Ambassador Program Manager**

*Being able to deliver the Familia Ambassador Program successfully outside of Guam is a milestone for our organization and our customers. The transformation of our Belau Branch is a testament to our commitment to providing growth opportunities for our employees while building only the best experience for our customers. We hope our customers here in Belau and our partners in the community feel the difference and experience first-hand the legacy of service we strive so hard to deliver every day.*

**-Lesley-Anne Leon Guerrero, Senior Vice President, Chief Experience Officer**

For additional information, contact:

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**Bank of Guam** was established 50 years ago, and as The People's Bank, is Guam's first locally owned and chartered bank. Built on the vision of founder Jesus S. Leon Guerrero to be the driving force for prosperity in the communities it serves, the Bank's work continues through its network of over 500 employees spanning 6,000 miles and 16 branches across Guam, the Commonwealth of the Northern Mariana Islands, the Federated States of Micronesia, the Republic of the Marshall Islands, the Republic of Belau and San Francisco, California.