

Business Excellence Award Large
RBC Royal Bank

RBC Royal Bank has been an active supporter and participant with the Thunder Bay Chamber of Commerce as well as the Thunder Bay community as a whole. They recently opened a new 6000 square foot branch on Memorial Avenue, which represents a 2 million dollar investment into the community. They have doubled their career sales force, consisting of a team of Investment and Retirement Planners as well as Mobile Mortgage Specialists. They have also expanded their region up to the Sault Ste Marie border resulting in Thunder Bay becoming the hub of a larger servicing area.

To provide exceptional customer service, RBC's "My Advice" campaign focuses on the individual and finding the right products and services to meet that individual's lifestyle. RBC distributes surveys and regularly follows up with clients to ensure that RBC is meeting the financial needs of their clients. Branches regularly host customer appreciation days with a variety of activities including barbeques, corn roasts, draws and prizes. RBC Royal Bank has been recognized for their commitment to employment diversity by the 2010 Catalyst Awards. They hire 3 university summer students each year, mentor high school students involved in the Shad Valley Program, have an Aboriginal Entrepreneurship Program at Dennis Cromarty High School and participate in local job fairs to help create job positions within our community.

RBC staff members participate in various community activities including the United Way, the Boys and Girls Club, Lakehead University and Ambassadors Northwest. They have also made significant donations to the Thunder Bay Regional Health Sciences Centre in support of their Angioplasty department and cancer care. We would like to congratulate RBC Royal Bank for being this year's winner of the Business Excellence Award Large.