

## CaixaBank to train more than 30,000 employees in customer service for elderly people

- **The entity reinforces its commitment to seniors through the deployment of different training modules to raise awareness and consolidate knowledge about the needs and demands of this segment of the population.**
- **The training, endorsed by experts in gerontology, extends to the entire commercial network, the management committee, and some corporate services departments**
- **CaixaBank, with four million customers over the age of 65, is the bank of reference in the sector in Spain and maintains an active commitment to priority care for the segment.**

### March 2025

CaixaBank will train more than 30,000 employees in preferential attention to elderly clients, with the aim of reinforcing its commitment to senior citizens and consolidating its knowledge about the needs and demands of this segment of the population.

With more than four million customers over the age of 65, making it the leading bank in the sector, CaixaBank has maintained an active commitment to providing prioritised attention for seniors since 2022, involving all its areas of activity, and now takes it a step further.

Starting in March, CaixaBank will start training on the senior group, which will be deployed through different teams, according to their functions and roles and their involvement in commercial attention. The training plan extends to the entire commercial network. Furthermore, the entity's entire management committee and some corporate services departments, including the Legal Advisory, Corporate Risk, Compliance, Internal Audit, and Insurance areas, have also been included in the program.

The training, called 'Generación +', is divided into three modules. The first two are generic in nature and analyse both the demographic reality of the population and the main challenges in care, emphasising aspects related to people's rights, ethical perspectives, and the proper treatment of the elderly. The content is endorsed by gerontology specialists, among whom Dr. Javier Yanguas, PhD in Psychology, stands out.

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The third module provides specific training on Priority and Personalised Attention to senior clients. This part includes content focused on delving into the current context, exploring the internal ecosystem of financial products, understanding the entity's evolving commitment to the elderly, and reviewing care protocols.

### ***Specific measures for the care of the elderly***

With the development of 'Generación +', CaixaBank continues to promote initiatives to consolidate its attention model for the elderly at the forefront of the sector, which implies priority attention to these clients, regardless of the segment of specialisation (retail banking, Premier banking, or private banking).

Thus, CaixaBank branches have implemented a support plan that prioritises attention to people in vulnerable situations to reduce waiting times and assist them in accessing all types of financial services, such as the use of ATMs. The bank's customers can also go to the cashier's service without time restrictions, and pension payments have been consolidated on the 24th of each month, regardless of whether it is a weekend or a holiday.

Furthermore, to facilitate communication with customer service, an exclusive phone number (900 365 065) has been set up for senior citizens, attended by agents who also receive specific training. Similarly, CaixaBank organises digitalisation training sessions and carries out outreach activities for seniors throughout the branch network.

With the entry of the new Strategic Plan 2025 – 2027, the entity will strengthen its customer service model, with reinforcement of its teams of advisors specialized in advisory services. Likewise, CaixaBank will continue to promote the rapid in-office attention model for basic operations and incident resolution, without the need for prior appointments for procedures that need to be resolved quickly.