

Emotional variables

Within the #YTúQuédices measurement it is important for the Bancolombia Group to know the perception of the emotional variables and what motivates the employee to work at Bancolombia, it is worth highlighting that superior results are evident that make us proud and show commitment, satisfaction, pride and the employee's experience of working in the organization.



Satisfaction

9.4



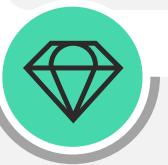
Engagement

9.3



Recomendation

9.6



eNPS

88.3%

Promoters

90.0%

Neutral

8.3%

Detractors

1.7%

* Measurement scale 1- 10



The measurement methodology is through pulses, in 2023, 3 pulses and the average demographic distribution is presented below:

Ages

Minor than 30 years

33.3%

Between 30 y 50 years

63.7%

Older than 50 years

9.2%

Gender

Female

60.2%

Male

39.8%

