

BANK'S POLICY ON CUSTOMER SERVICE

“A customer is the most important visitor on our premises; he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so.” – Mahatma Gandhi

The Bank's Policy on Customer Service is inspired by the above precious words of the Mahatma and based on the following cardinal principles.

Courtesy:

The least that every visitor to a branch- be he a customer or a casual visitor- deserves is courteous behaviour from the Bank's staff. Therefore, first and foremost, every customer shall be extended all due courtesies, whether or not the Bank is in a position to meet his need/s. Every customer who comes in shall be greeted in an appropriate manner with a smile and made to feel comfortable. All forms of non-face-to-face communication with the customer including telephonic calls and E-mail shall also be courteous. This basic minimum entitlement of every customer shall be unfailingly ensured by every staff member during his/her interactions with customers.

Communication:

While communicating with customers on behalf of the Bank either orally or otherwise, employees shall make it a point to identify themselves. They shall also try to follow the 3 Cs of good communication- Correctness, Conciseness and Considerateness. Wherever, channels like E-Mail, SMS etc. are employed for sending communication which is sensitive in nature or which has financial implications, necessary safeguards shall be observed so as not to compromise the interests of either the Bank or the customer.

Efficiency and timeliness:

The staff of the Bank shall attend to the needs of the customers promptly and efficiently, ensuring that the time norms laid down by the Bank are followed.

Products:

The Bank will strive to be a financial supermarket to the customer so that he can find solutions to all his banking needs under one roof.

General management of the branches:

To provide excellent Customer Service, the following aspects shall be adhered to with regard to General management of the branches:

- a. Providing infrastructure facilities by branches by bestowing particular attention to providing adequate space, proper furniture (seating etc.), drinking water facilities, sufficient lighting, clean toilets, gum for pasting cut/mutilated currency notes etc., with specific emphasis on pensioners, senior citizens, disabled persons, etc.
- b. Providing entirely separate enquiry counters at their large / bigger branches in addition to a regular reception counter.
- c. Displaying indicator boards at all the counters in English, Hindi as well as in the concerned regional language. Business posters at semi-urban and rural branches of banks should also be in the concerned regional languages.
- d. Posting roving officials to ensure employees' response to customers and for helping out customers in putting in their transactions.
- e. Providing customers with booklets consisting of all details of service and facilities available at the bank in Hindi, English and the concerned regional languages.
- f. Use of Hindi and regional languages in transacting business by banks with customers, including communications to customers.
- g. Reviewing and improving upon the existing security system in branches so as to instill confidence amongst the employees and the public.
- h. Wearing on person an identification badge displaying photo and name thereon by the employees.
- i. Periodic change of desk and entrustment of elementary supervisory jobs.
- j. Training of staff in line with customer service orientation. Training in Technical areas of banking to the staff at delivery points. Adopting innovative ways of training / delivery ranging from job cards to roving faculty to video conferencing.
- k. Visit by senior officials from controlling offices and Head Office to branches at periodical intervals for on the spot study of the quality of service rendered by the branches.
- l. Rewarding the Best branches from customer service point of view by annual awards/running shield.
- m. Customer service audit, customer surveys.
- n. Holding customer relation programmes and periodical meetings to interact with different cross sections of customers for identifying action points to upgrade the customer service with customers.
- o. Clearly establishing a New Product and Services Approval Process which should require approval by the Board especially on issues which compromise the rights of the Common Person.
- p. Appointing Quality Assurance Officers who will ensure that the intent of policy is translated into the content and its eventual translation into proper procedures.

Knowledge:

The staff members manning points of interface with the customers are expected to be fully conversant with the products and services they handle so as to be able to answer any query from customers in a professional manner. They shall also provide the brochures/pamphlets on these products/services to the customers to assist them in making informed decisions. Additionally, the Bank will also display information on its various products, services, procedures and charges inside the branch premises.

Going the extra mile for a customer:

All employees should make a conscious effort to assist a customer in finding what he or she needs and in resolving his problem, if there is one. If the solution to a problem does not lie with the Bank, the staff shall to the best of their knowledge and capacity, extend necessary guidance to the customer with regard to the person/authority to be approached for resolution and the manner of doing so.

Dress:

All employees of the Bank shall wear attire, which is proper and dignified, and in keeping with the professional appearance that they are expected to project.