

## **A. Customer Service**

### **A (1): Introduction**

Banking is a service industry & Customer Service is an essence of business. Satisfied customer is a best marketing manager for every bank. Publicity made by satisfied customer has a multiplier effect. Customer service plays important role in modern banking. Realizing its due importance Customer service in the Bank is accorded top priority and every endeavor is made to improve the quality of service to the customers and redress their grievances. All efforts are made to improve the customer satisfaction by offering suitable products enhanced by quality value-added services.

Our Bank is pursuing the objective of strategic growth, outstanding customer service and community involvement.

Mission statement of the Bank.....

### **Maximizing customer satisfaction through innovative services!**

Broadly, a customer can be defined as a user or a potential user of bank services. So defined, a '**Customer**' may include:

- a person or entity that maintains an account and/or has a business relationship with the bank;
- one on whose behalf the account is maintained (i.e. the beneficial owner);
- beneficiaries of transactions conducted by professional intermediaries, such as Stock Brokers, Chartered Accountants, Solicitors etc. as permitted under the law, and
- any person or entity connected with a financial transaction which can pose significant reputational or other risks to the bank, say, a wire transfer or issue of a high value demand draft as a single transaction.

### **A (2): Objectives of the Policy**

The vast network of branches spread over the 6 states with millions of customers, a variety of products and services offered, the varied institutional framework all these add to the enormity and complexity of banking operations, giving rise to the need of adopting standard benchmark for customer service.

Objectives

- To ensure adequacy of banking services available to common person and the need to benchmark the current level of customer service,
- To enhance the timeliness and quality,
- To rationalize the processes taking into account technological developments, and
- To protect the customers interest.
- To ensure transparency in all dealings and levy of charges

### **A (3): Customer Centric Initiatives taken by Bank**

- To ensure the service to customers, the Bank has fixed the working hours of staff 15 minutes before the start of business hours. This ensures timely service to customers. As well all customers are attended who are in the branch prior to the close of business hours.
- The Bank is offering morning and evening counter timings for cash and non cash transaction.
- The Bank is providing entirely separate enquiry counters at branches in addition to a regular reception counter.
- The Bank has implemented Customer Relation Officer at big branches. The main objective is to assist or guide the walk-in customer regarding products and services of the Bank.
- As per RBI guidelines, Bank has prescribed Time Norms for banking transactions and displayed the Board at the banking hall at all branches.
- The Bank is providing infrastructure facilities at branches by bestowing particular attention to provide adequate space, proper furniture, drinking water facilities, with specific emphasis on pensioners, senior citizens, disabled persons, etc.
- The Bank is displaying indicator boards at all the counters in English as well as in the concerned regional language.
- The Bank has posted roving officials to ensure employees' response to customers and for helping out customers in putting in their transactions.
- The Bank is providing customers with pamphlets of service and facilities available at the bank in English and the concerned regional languages.
- The Bank has established a separate Customer Care Cell & separate e-mail id is created for the same. Customers can send their suggestions, complaints & inquiries directly to Customer Care Cell & the e-mails are attended in prescribed time frame & replied with proper guidance & information till the satisfaction of customers.
- The Bank is making use of regional languages in transacting business with customers, including communications to customers.
- The Bank is reviewing and improving upon the existing security system in branches so as to instill confidence amongst the employees and the public.
- The Bank is implementing the policy of periodic change of desk and entrustment of elementary supervisory jobs.
- The Bank is imparting training to staff in line with customer service orientation. Training programs on customer service are conducted at Training Center of the Bank. Continuous Improvement in customer service, reduction in number of complaints, satisfaction of customers and retention of customers are main objectives of these training program
- The Bank is arranging training programs in Technical areas of banking to the staff at delivery points.

- The Bank is arranging visit by senior officials from Head Office to branches at periodical intervals for on the spot study of the quality of service rendered by the branches.
- The Bank has adopted the policy of rewarding the Best branches from customer service point of view.
- The Bank is conducting customer relation programs and periodical meetings to interact with different cross sections of customers for identifying action points to upgrade the customer service with customers.
- 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.
- For customer education, to increase transparency in operations & to create awareness among customers, the Bank displays all important notices & circulars on Notice Board at prominent places in branches. Notices regarding revised charges, revised criteria were displayed on the notice board one month in advance. Customers are informed the revisions through Account Statements, e-mails & SMS.
- Information of deposit / loans products, various services, and interest rates on deposits & advances, service charges, locations of branches & ATMs is disclosed on website of the Bank. Website is updated and suitably modified from time to time.

#### **A (4): BCSBI**

The Bank is member of Banking Codes and Standards Board of India (BCSBI). The basic motive behind this was to continuously upgrade the package of services that banks offered to their customers.

The Bank has complied with

- Appointment of Customer Service Committees.
- Codes and simplified loan application forms are made available on Bank's website.
- Customer complaint redressal mechanism is in place. Information of Banking Ombudsman and Customer Care Cell is displayed on notice boards at branches.
- Time norms / charges schedule / Interest rates are displayed on notice boards at branches
- Policy for encouragement of staff for qualifying the Customer Service Exam of IIBF is in place
- Policy about Inoperative and Dormant Accounts is in place.
- Training about BCSBI and Codes for all staff is started

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