

CUSTOMER SERVICE CHARTER – SERVICE STANDARDS

A. BACKGROUND

MBSB Bank Customer Service Charter underlines our commitment to deliver a consistent and high standard banking services to serve our customers.

B. SERVICE STANDARDS

Pillar 1: Know Your Customer

Description:

To understand the customer profile that enables the bank to:

- Anticipate the customer's needs and preference.
- Offer products and services as per his/her requirements.

Expected Outcome:

BUILD TRUST

No	Commitment	Service Standards
1.1	We strive to help customer find the right product to suit his/her need/profile.	<ol style="list-style-type: none">Knowledgeable staff is available to serve customer.Customer's information is gathered during new account opening process to get to know the customer, which may include the completion of banking forms and asking for supporting documents.Information on features and fees for the various products and services is available to customer through various channels (i.e. <u>branch/customer service centre/bank's website</u>).The bank conducts periodic customer satisfaction feedback/surveys to ensure that customer's needs are fulfilled.

Pillar 2: Timely & Efficient Service

Description:

Deliver a seamless basic/general banking services_wherein the customer is aware of:

- Time that will be taken.
- Broadly, the steps involved in executing their instructions.

Expected Outcome:

BEING RELIABLE

Service Level Target:

80% of the customers are served within the expected service level.

No	Commitment	Service Standards
2.1	We will set a clear expectation on time taken for various services.	<ol style="list-style-type: none">Information on time taken to deliver services to customer i.e. expected service standard is made available through various channels (i.e. <u>branch/customer service centre/bank's website</u>).

No	Commitment	Service Standards
2.2	We will serve customers promptly at our branch counter service.	<p><u>Customer Waiting Time:</u> Within 10 minutes.</p> <p><u>Customer Serving Time:</u></p> <ul style="list-style-type: none"> • Within 5 minutes for simple transactions e.g. single transaction, cash withdrawals. • Within 20 minutes for complex transactions e.g. Remittance/TD Transaction.
2.3	We will efficiently attend to account applications at our branch counter service.	<p><u>Account Application Turnaround Time</u> <i>(From full documents and information received).</i></p> <p>a. Open Basic Savings Account-i and Current Account-i</p> <ul style="list-style-type: none"> • New Customer and Existing Customers: within 45 minutes. <p>b. Close Account Turnaround Time</p> <ul style="list-style-type: none"> • Basic Savings Account-i: within 10 minutes. • Basic Current Account-i: within 20 minutes. <p>Note: <i>This includes time taken for account onboarding process.</i></p> <p><u>Issuance of ATM or Debit Card</u> Within same business day of opening savings account.</p>
2.4	We will efficiently attend to banking transactions.	<p><u>Executing a foreign currency remittance</u> <i>Please refer to MBSB Bank's Foreign Exchange Rate for the currencies available for exchange.</i></p> <p>a. Inward – depending on the cut off time.</p> <ul style="list-style-type: none"> • Before cut off time: credited on the same day. • After cut off time: credited on next working day. <p>b. Outward – processing time depending on the cut off time.</p> <ul style="list-style-type: none"> • Before cut off time: processed on the same day. • After cut off time: processed on next working day. <p>Note: <i>The date of receiving funds subject to completeness of information and extent of checks/due diligence performed by the bank.</i></p>

No	Commitment	Service Standards
2.5	We will efficiently attend to product applications.	<p><u>Product application Turnaround Time</u> (From full documents and information received by the bank).</p> <p>a. Mortgage Financing Application (individual) : Within 5 working days. b. Financing (Small and Medium Enterprise - SME) : Within 3 weeks.</p>
2.6	We will follow through and provide the requisite updates to customer's queries.	<p><u>a. Phone</u></p> <ul style="list-style-type: none"> • Where no follow up is required – Immediate such as first call resolution. • Where follow up is required – Within 3 working days from date of 1st call. • Where enquiry is complex, bank will provide a reasonable timeframe and keep the customer updated accordingly. <hr/> <p><u>b. Written (Email, fax, letter)</u></p> <ul style="list-style-type: none"> • For e-mail <ul style="list-style-type: none"> i. Provide acknowledgement response automatically within 24 hours (if the email is addressed to enquiry@mbsbbank.com. Respond within 3 working days from date of receipt of enquiry if enquiry is not complex. • For letter or fax <ul style="list-style-type: none"> i. Provide timeframe and keep customer updated upon receipt. <p><i>Note: Where enquiry is complex, bank will provide a reasonable timeframe and keep the customer updated accordingly.</i></p> <hr/> <p><u>c. Counter</u></p> <ul style="list-style-type: none"> • Where no follow up is required, bank will endeavor to provide first touch point resolution immediately. • Where follow up is required – within 3 working days from date of 1st visit. • Where enquiry is complex, bank will provide a reasonable timeframe and keep the customer updated accordingly.
2.7	We will address customer's complaints/issues consistently and promptly.	<p>a. Acknowledge customer's complaints/issues within 24 hours of a working day.</p> <p>b. Communicate clearly on the complaint/issue.</p> <p>c. Address the complaint/issue in an equitable, objective and timely manner by informing customer on bank's decision no later than 14 calendar days from the date of the receipt of the complaint.</p>

No	Commitment	Service Standards
		<p>d. Keep customer updated if unable to address issues within the stipulated timeframe.</p> <p>e. Provide information on escalation to higher alternative avenues if the queries are not to the customer's satisfaction at first instance.</p> <p>Note: <i>Complaints management is governed by the guidelines spelt out by Bank Negara Malaysia (BNM) and banks will operate accordingly.</i></p>

Pillar 3: Transparent & Personable Service

Description:

Endeavour to deliver the customer experience wherein the customer:

- Is given access to products and services related information.
- Is handled by competent and knowledgeable staff who will strive to provide good service.

Expected Outcome:

BETTER ENGAGEMENT

No	Commitment	Service Standards
3.1	We are open and transparent in our dealings.	<p>The following Information is made available through any of the various channels of communication such as <u>branch/customer service centre/bank's website</u>:</p> <p>a. Shariah contracts applicable, fees, charges, late payment charges and relevant profit rates and obligations in the use of a banking product or service.</p> <p>b. Product related details (i.e. product disclosure sheets, terms and conditions) are shared at the point of sale.</p>
3.2	We train our bank personnel to have adequate knowledge to advise and assist customers on banking products and services.	Sales personnel/Personal Financial Advisor/ Relationship Manager is knowledgeable about the bank's products and services.

3.3	We provide customers a personable service experience.	<p>a. First Impressions</p> <ul style="list-style-type: none"> • Acknowledge customer when customer walks in/approaches the bank counter. • Offer to assist the customer. <p>b. Understand the customer's needs</p> <ul style="list-style-type: none"> • Ask questions to understand what the customer wants. • Listen attentively to customer. <p>c. Handle the queries/instructions</p> <ul style="list-style-type: none"> • Provide options that meet customer's needs. • Use simple words and explanations with the customer. • Perform end to end follow-up until customer's issue is resolved.
-----	---	---

Pillar 4: Banking Made Accessible

Description:

Offer an engagement model wherein the customer is aware of:

- Multi-channel options.
- Accessibility.

Expected Outcome:

PROVIDE CONVENIENCE OF BANKING FOR CUSTOMER'S PEACE OF MIND

No	Commitment	Service Standards
4.1	We are easily accessible via various channels i.e. physically & virtually.	<p>Customer is kept informed on the physical and virtual channels available to him/her, using the various modes of communication such as <u>branch/customer service centre/bank's website</u>.</p> <p>Specifically, the customer has access to the following:</p> <ul style="list-style-type: none"> • List of physical channels which include branches & self-service terminal. • List of virtual channels which include Customer Service Centre (03-2096 3000) and Internet Banking (www.mbsbjourney.com) <p>Note: Channel availability may vary from time to time and customer will be informed of the same.</p>

No	Commitment	Service Standards
4.2	We provide customers service on virtual platforms with excellent efficiency	<p>Strive to ensure that our virtual channels meet the following target service levels:-</p> <ul style="list-style-type: none"> • Self-service terminal (service uptime/month) – at least 95% of the time measured by machines on a monthly basis. • Customer Service Centre – At least 80% calls are to be answered within 45 seconds. • Internet banking (service uptime/month) – 98%
4.3	We inform customers on the various options for more convenient banking.	<p>Share with the customer the various options for performing transactions through alternate channels, depending on the banks channel presence and where applicable.</p> <p>This can be done via any of the following means:</p> <ul style="list-style-type: none"> • Engagement by the bank personnel. • Signage to guide the customer. • Campaigns and brochures. • Corporate website.
4.4	We actively seek thoughts and suggestions on how banks can serve customers better.	<p>Provide channels for customer to render feedback via:</p> <ul style="list-style-type: none"> • Corporate website. • Customer Service Centre (03-2096 3000) • Branch (Please refer to MBSB Bank’s website for the location of our branches). • Periodic customer satisfaction surveys.

ADDITIONAL AVENUES OF RESOLVING DISPUTES

If you are not satisfied with the outcome of your complaint or how it was handled, you may refer the matter to either of the following bodies who will help settle the dispute

AVENUES	CONTACT DETAILS	ADDRESS
<p>Association of Islamic Banking Institutions Malaysia (AIBIM) A dynamic, visible, responsive and effective organisation representing the voice of Islamic Finance industry underpinning the value based intermediation thrust in serving the community.</p>	<p>Telephone: 603-2026 8002 / 8003 Email: admin@aibim.com Website: www.aibim.com Facsimile: 03-2026 8012</p>	<p>Association of Islamic Banking Institutions Malaysia 4 Floor, Menara Bumiputra 21 Jalan Merdeka, 50100 Kuala Lumpur</p>
<p>Bank Negara Malaysia (BNM) LINK A centralised point of contact to facilitate rapid and effective response for members of the public in matters related to financial sector.</p>	<p>BNMTELELINK: 1-300-88-5465 (1-300-88-LINK) (Overseas: 603-21741717) Email: bnmtelelink@bnm.gov.my Website: www.bnm.gov.my/bnmlink Fax No.: 603-21741515</p>	<p>Laman Informasi Nasihat dan Khidmat (LINK) Ground Floor, Block D Bank Negara Malaysia Jalan Dato' Onn 50480 Kuala Lumpur</p>
<p>Ombudsman for Financial Services (OFS) An alternative dispute resolution body to help settle monetary disputes between customers and financial service providers.</p>	<p>Telephone: 603-22722811 Website: www.ofs.org.my Fax No.:603-22721577</p>	<p>Ombudsman for Financial Services (Formerly known as Financial Mediation Bureau), Level 14, Main Block, Menara Takaful Malaysia, No 4, Jalan Sultan Sulaiman, 50000 Kuala Lumpur</p>
<p>Securities Industry Dispute Resolution Center (SIDREC) An alternative dispute resolution body for monetary claims made by individual investors in relation to any dealing or transaction involving capital markets services and products such as securities, derivatives, unit trust, Private Retirement Schemes (PRS) and fund management.</p>	<p>Telephone: 603-22822280 Website: info@sidrec.com.my Fax No.:603-22823855</p>	<p>Securities Industry Dispute Resolution Center (SIDREC) Unit A-9-1, Level 9, Tower A Menara UOA Bangsar No. 5, Jalan Bangsar Utama 1 59000 Kuala Lumpur</p>