

# **CUSTOMER SERVICE CHARTER – SERVICE STANDARDS**

## **NEW BANK**

### **A. BACKGROUND**

The Customer Service Charter (also referred to as **Charter**) was set up in 2011 with the intention to outline key commitments and service standards for all banks when providing service to 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"><li>Knowledgeable staff is available to serve customer.</li><li>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.</li><li>Information on features and fees for the various products and services is available to customer through various channels (i.e. <u>branch/call centre/bank's website</u>).</li><li>The bank conducts periodic customer satisfaction feedback/surveys to ensure that customer's needs are fulfilled.</li></ol>

### 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	<ol style="list-style-type: none"><li>Information on time taken to deliver services to customer i.e. expected service standard is made available through various channels (i.e. <u>branch/call centre/bank's website</u>).</li></ol>

No	Commitment	Service Standards
	services.	
2.2	We will serve customers promptly at our branch counter service.	<p><b><u>Customer Waiting Time:</u></b> Within 10 minutes.</p> <p><b><u>Customer Serving Time:</u></b></p> <ul style="list-style-type: none"> <li>• Within 5 minutes for simple transactions e.g. single transaction, cash withdrawals.</li> <li>• Within 20 minutes for complex transactions e.g. Remittance/FD Transaction.</li> </ul>
2.3	We will efficiently attend to account applications at our branch counter service.	<p><b><u>Account Application Turnaround Time</u></b> <i>(From full documents and information received).</i></p> <p>a. Open Basic Savings Account-i</p> <ul style="list-style-type: none"> <li>• New Customer: within 15 minutes.</li> <li>• Existing Customer: within 10 minutes.</li> </ul> <p>b. Open Basic Current Account-i</p> <ul style="list-style-type: none"> <li>• New Customer: within 20 minutes.</li> <li>• Existing Customer: within 10 minutes.</li> </ul> <p>c. Close Account Turnaround Time</p> <ul style="list-style-type: none"> <li>• Basic Savings Account-i: within 10 minutes.</li> <li>• Basic Current Account-i: within 20 minutes.</li> </ul> <p><i>Note: This does not take into account onboarding process – banks have their own onboarding process/introduction to banks’ products and services.</i></p>
2.4	We will efficiently attend to banking transactions.	<p><b><u>Executing a foreign currency remittance</u></b> <i>(The currencies should be specified by the respective banks)</i></p> <p>a. Inward – depending on the cut off time.</p> <ul style="list-style-type: none"> <li>• Before cut off time: credited on the same day.</li> <li>• After cut off time: credited on next working day.</li> </ul> <p>b. Outward – processing time depending on the cut off time.</p> <ul style="list-style-type: none"> <li>• Before cut off time: processed on the same day.</li> <li>• After cut off time: processed on next working day.</li> </ul> <p><i>Note: The date of receiving funds subject to completeness of information and</i></p>

No	Commitment	Service Standards
		<i>extent of checks/due diligence performed by individual banks.</i>
2.5	We will efficiently attend to product applications.	<p>Product application Turnaround Time. (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><b><u>a. Phone</u></b></p> <ul style="list-style-type: none"> <li>• Where no follow up is required – Immediate such as first call resolution.</li> <li>• Where follow up is required – Within 3 working days from date of 1st call.</li> <li>• Where enquiry is complex, bank will provide a reasonable timeframe and keep the customer updated accordingly.</li> </ul> <p><b><u>b. Written (Email, fax, letter)</u></b></p> <ul style="list-style-type: none"> <li>• For e-mail <ul style="list-style-type: none"> <li>i. Provide acknowledgement response automatically/within 24 hours (if the email is addressed to <b><u>New Bank's email</u></b>).</li> <li>ii. Respond within 3 working days from date of receipt of enquiry if enquiry is not complex.</li> </ul> </li> <li>• For letter or fax <ul style="list-style-type: none"> <li>i. Provide timeframe and keep customer updated upon receipt.</li> </ul> </li> </ul> <p><i>Note: Where enquiry is complex, bank will provide a reasonable timeframe and keep the customer updated accordingly.</i></p> <p><b><u>c. Counter</u></b></p> <ul style="list-style-type: none"> <li>• Where no follow up is required, bank will endeavor to provide first touch point resolution immediately.</li> <li>• Where follow up is required – within 3 working days from date of 1st visit.</li> <li>• Where enquiry is complex, bank will provide a reasonable timeframe and keep the customer updated accordingly.</li> </ul>
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/call 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"> <li>• Acknowledge customer when customer walks in/approaches the bank counter.</li> <li>• Offer to assist the customer.</li> </ul> <p>b. Understand the customer's needs</p>

		<ul style="list-style-type: none"> <li>• Ask questions to understand what the customer wants.</li> <li>• Listen attentively to customer.</li> </ul> <p>c. Handle the queries/instructions</p> <ul style="list-style-type: none"> <li>• Provide options that meet customer’s needs.</li> <li>• Use simple words and explanations with the customer.</li> <li>• Perform end to end follow-up until customer’s issue is resolved.</li> </ul>
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## 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/call centre/bank’s website</u>.</p> <p>Specifically, the customer has access to the following:</p> <ul style="list-style-type: none"> <li>• List of physical channels i.e branches</li> <li>• List of virtual channels which include call centres (hotline numbers provided)</li> </ul> <p>Note: Channel availability may vary from bank to bank and customer will be informed of the same.</p>
4.2	We provide customers with efficient services via our virtual platforms outside of normal banking hours	<p>Strive to ensure that our virtual channels meet the following target service levels:-</p> <ul style="list-style-type: none"> <li>• Call Centre (if any) – At least 80% calls are to be answered within 45 seconds.</li> </ul>

No	Commitment	Service Standards
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"> <li>• Engagement by the bank personnel.</li> <li>• Signage to guide the customer.</li> <li>• Campaigns and brochures.</li> <li>• Corporate website.</li> </ul>
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"> <li>• Corporate website.</li> <li>• Call Centre (with hotline numbers)</li> <li>• Branch (customers will be notified of location of branches via bank's website).</li> <li>• Periodic customer satisfaction surveys.</li> </ul> <p>BNM and Ombudsman for Financial Services (OFS) details are included as alternate avenues.</p>