

[Insert name of Bank and logo]

# CUSTOMER SERVICE CHARTER – SERVICE STANDARDS

## 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.

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## 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.	<ul style="list-style-type: none"><li>a. Knowledgeable staff is available to serve customer.</li><li>b. 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>c. Information on features and fees for the various products and services is available to customer through various channels (i.e. <u>branch/brochures/call centre/bank's website</u>).</li><li>d. The bank conducts periodic customer satisfaction feedback/surveys to ensure that customer's needs are fulfilled.</li></ul>

### 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.	a. Information on time taken to deliver services to customer i.e. expected service standard is made available through various channels (i.e. <u>branch/brochures/call centre/bank's website</u> ).
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</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</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: within 10 minutes.</li> <li>• Basic Current Account: within 20 minutes.</li> </ul> <p>Note: <i>This does not take into account onboarding process – banks have their own onboarding process/introduction to banks' products and services.</i></p> <p><b><u>Issuance of ATM or Debit Card.</u></b> Within same business day of opening savings account.</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>

No	Commitment	Service Standards
		<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>Note: <i>The date of receiving funds subject to completeness of information and extent of checks/due diligence performed by individual banks.</i></p>
2.5	We will efficiently attend to product applications.	<p><b><u>Product Application Turnaround Time.</u></b>  <i>(From full documents and information received by the bank)</i></p> <ul style="list-style-type: none"> <li>a. Credit Card Application: Within 3 working days + time taken to post the card.</li> <li>b. Hire Purchase Application: Within 2 working days.</li> <li>c. Mortgage Loan Application (individual): Within 5 working days.</li> <li>d. Loan Application (Small and Medium Enterprise - SME): Within 3 weeks.</li> </ul>
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> <hr/> <p><b><u>b. Written (Email, fax, letter, social media)</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 <u>&lt;bank to indicate its general email address&gt;</u>).</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> <li>• For social media (where applicable) <ul style="list-style-type: none"> <li>i. Provide acknowledgement response within 24 hours if it is a working day. Otherwise, the acknowledgement response will be on the working day which follows.</li> <li>ii. Respond within 3 working days from date of receipt of enquiry if enquiry is not complex.</li> </ul> </li> </ul> <p>Note: <i>Where enquiry is complex, bank will provide a reasonable timeframe and keep the customer updated accordingly.</i></p>

No	Commitment	Service Standards
		<p><b>c. Counter</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> <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><i>Note: 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/brochures/call centre/bank's website</u>:</p> <p>a. Fees, charges, penalties and relevant interest 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>

## 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/ brochures/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 which include branches &amp; self service machines.</li> <li>List of virtual channels which include call centres (with the hotline numbers provided) and internet banking (with the website addresses provided).</li> </ul>

No	Commitment	Service Standards
		Note: Channel availability may vary from bank to bank and customer will be informed of the same.
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>• Self service terminal (service uptime/month) – at least 95% of the time measured by machines on a monthly basis.</li> <li>• Call centre (if any) – At least 80% calls are to be answered within 45 seconds.</li> <li>• Internet banking (service uptime/month) – 98%.</li> </ul>
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/Internet banking (with website addresses).</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>

#### 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.

The Association of Banks in Malaysia (ABM) - <i>ABMConnect</i>	Bank Negara Malaysia (BNM) LINK (BNMLINK)	Ombudsman for Financial Services (OFS)
<p>An avenue set up by ABM to handle public enquiries and complaints on commercial banking matters.</p> <p>Telephone: 1-300-88-9980</p> <p>Website : <a href="http://www.abm.org.my">www.abm.org.my</a></p> <p>Fax no : 603-2078 8004</p> <p>The Association of Banks in Malaysia 34<sup>th</sup> Floor, UBN Tower 10, Jalan P. Ramlee</p>	<p>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: 603-2174 1717)</p> <p>Email to: <a href="mailto:bnmtelelink@bnm.gov.my">bnmtelelink@bnm.gov.my</a></p> <p>Website: <a href="http://www.bnm.gov.my/bnmlink">www.bnm.gov.my/bnmlink</a></p>	<p>An alternative complaint/dispute resolution channel to help settle disputes between financial service providers which are its members and the public.</p> <p>Telephone: 603-2272 2811</p> <p>Website : <a href="http://www.ofs.org.my">www.ofs.org.my</a></p> <p>Fax no : 603-2272 1577</p>

50250 Kuala Lumpur	Fax no : 603-2174 1515 Laman Informasi Nasihat dan Khidmat (LINK) Ground Floor, Block D, Bank Negara Malaysia Jalan Dato' Onn 50480 Kuala Lumpur	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
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