

JAIIB

Principles and Practices of Banking (PPB)

Customer Service- Organisational Framework

Customer Service

- Providing & delivering services in a professional, polite & prompt manner.
- Various guidelines by RBI
- 6-member committee headed by former Deputy Governor, B.P. Kanungo to review customer service standards in regulated entities- May,2022
- Also review evolving needs of the customers
- Highly regulated service industry – stiff entry norms



Organisational Framework

- Customer Service aspects reviewed by Boards
- Detailed memorandum submitted to BoD once every 6 months



Institutional framework

Customer Service
Committee of Board

Standing Committee
on Customer Service

Branch Level Customer
Service Committee

Nodal
Department/Official

Customer Service Committee of the Board

- Experts and representatives of Customers should be invitees
- Formulating policies & assess compliance and ongoing improvements in quality of customer service.
- Proactive role with regards to complaints/grievances resolved by Banking Ombudsman

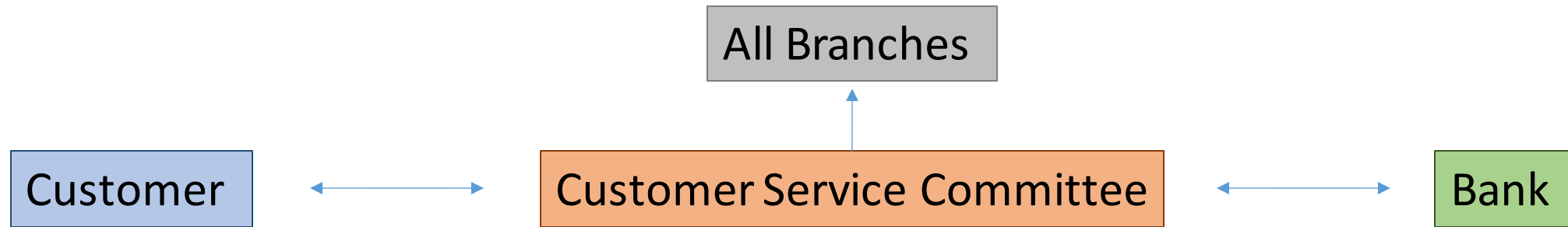


Standing Committee on Customer Service

- Dedicated focal point for Customer service & power to evaluate functioning in various departments
- Micro level executive committee
- Review, oversee, modify initiative- cutting across departments
- Chaired by CMD or ED & include non-officials as members for independent feedback.
- Monitor implementation of RBI instructions on customer service



Branch Level Customer Service Committee



- Include at least one senior citizen
- Meet at least once a month to study complaints/suggestions, cases of delay, difficulties faced

Nodal Department/Official- Customer Service

- In head office and each controlling office
- Customers can approach with grievance and with whom ombudsman and RBI can liaise.



Comprehensive Deposit Policy

Rights of customers, operations of deposit accounts, charges leviable

Secrecy, confidentiality, tying-up is a restrictive policy

Cheque Collection Policy

Comprehensive & transparent-Immediate credit for local/outstation cheques

Time frame for collection of cheques, Interest payment for delayed collection

Customer Compensation Policy

Erroneous debits due to fraudulent or other transactions

Payment of interest for delay in issue of duplicate draft , delay in collection

Customer Grievance Redressal Policy

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Q. 1

Banks are required to have a customer service committee at every_____

- A. Branch
- B. Regional office
- C. department at its head office
- D. Zonal office

Answer: Option A

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Q. 2

Customer Compensation Policy provides for payment of compensation to the customer for delay in_____.

- A. opening of a savings account
- B. issuing a duplicate draft
- C. issuing a cheque book
- D. filling up the pass book

Answer: Option B

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Q. 3

Which of the following statements is incorrect regarding Branch Level Customer Service Committee?

- A. It is a formal communication channel between customers and bank.
- B. It should include at least one senior citizen.
- C. It should meet at least once a month.
- D. All are correct.

Answer: Option D



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Q. 4

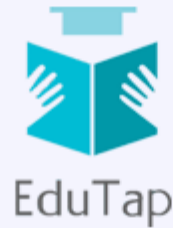
Standing Committee on Customer Service is chaired by_____.

- A. CMD
- B. ED
- C. Branch Manager
- D. A or B

Answer: Option D

*Thank
You!*

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 +91-8146207241 |  hello@edutap.co.in

 www.edutap.co.in