



CIMB BANK BERHAD

Customer Service Charter

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.

The Charter encompasses the following considerations:

- The charter is designed to reflect the basic banking services/common services.
- The current prevailing trends of Malaysia Banking Industry and the new ways of banking (e.g. digital) have been taken into account.
- The service standards are designed from the customer's perspective in the true spirit of being customer centric.

B. SERVICE STANDARDS

There are four pillars in the Customer Service Charter's Service Standards.

Service Standards			
Pillar No	Standards	Description	Expected Outcome
Pillar 1	Know your Customer	To understand the customer profile that enables the bank to: <ul style="list-style-type: none">• Anticipate the customer's needs and preference.• Offer products and services as per his/her requirements.	BUILD TRUST
Pillar 2	Timely and Efficient Service	Deliver a seamless basic/general banking services wherein the customer is aware of: <ul style="list-style-type: none">• Time that will be taken.• Broadly, the steps involved in executing their instructions.	BEING RELIABLE
Pillar 3	Transparent and Personable Service	Endeavour to deliver the customer experience wherein the customer: <ul style="list-style-type: none">• Is given access to products and services related information.• Is handled by competent and knowledgeable staff who will strive to provide good service.	BETTER ENGAGEMENT

Pillar 4	Banking made Accessible	Offer an engagement model wherein the customer is aware of: <ul style="list-style-type: none"> • Multi-channel options. • Accessibility. 	PROVIDE CONVENIENCE OF BANKING FOR CUSTOMER'S PEACE OF MIND
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B. SERVICE STANDARDS

Pillar 1: Know Your Customer		
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"> a. Knowledgeable staff is available to serve customer. 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. c. Information on features and fees for the various products and services is available to customer through CIMB various channels, i.e. branch/brochures/contact centre/bank's website). d. The bank conducts periodic customer satisfaction feedback/surveys to ensure that customer's needs are fulfilled.
Pillar 2: Timely and Efficient Service		
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/contact centre (consumer)/bank's website</u>).
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/FD 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</p> <ul style="list-style-type: none"> • New Customer: within 15 minutes. • Existing Customer: within 10 minutes. <p>b. Open Basic Current Account</p> <ul style="list-style-type: none"> • New Customer: within 20 minutes. • Existing Customer: within 10 minutes. <p>c. Close Account Turnaround Time</p> <ul style="list-style-type: none"> • Basic Savings Account: within 10 minutes. • Basic Current Account: within 20 minutes. <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> <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>(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"> • 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><i>Note: 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><u>Product Application Turnaround Time.</u> <i>(From full documents and information received by the bank)</i></p> <p>a. Credit Card Application:</p> <ul style="list-style-type: none"> • Within 3 working days + time taken to post the card. <p>b. Hire Purchase Application:</p> <ul style="list-style-type: none"> • Within 2 working days. <p>c. Mortgage Loan Application (individual):</p> <ul style="list-style-type: none"> • Within 5 working days. <p>d. Loan Application (Small and Medium Enterprise- SME):</p> <ul style="list-style-type: none"> • Within 3 weeks.
2.6	We will follow through and provide the requisite updates to customer's queries.	<p>a. <u>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>b. <u>Written (Email, fax, letter, social media)</u></p> <ul style="list-style-type: none"> • For e-mail <ol style="list-style-type: none"> i. Provide acknowledgement response automatically/within 24 hours (if the email is addressed to cru@cimb.com) ii. Respond within 3 working days from date of receipt of enquiry if enquiry is not complex. • For letter or fax <ol style="list-style-type: none"> i. Provide timeframe and keep customer updated upon receipt. • For social media <ol style="list-style-type: none"> 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. ii. Respond within 3 working days from date of receipt of enquiry if enquiry is not complex. <p><i>Note: Where enquiry is complex, bank will provide a reasonable timeframe and keep the customer updated accordingly.</i></p>

		<p>c. Counter</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> <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

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 branch/brochures/contact centre/bank's website:</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	a. First Impressions

experience.		<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.
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Pillar 4: Banking Made Accessible

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 branch/ brochures/contact centre/bank’s website.</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 machines. • List of virtual channels which include contact centre @ +603-6204 7788 (Local and Overseas) and internet banking @ www.cimbclicks.com.my. <p>Note: Channel availability may vary from time to time 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"> • Self service terminal (service uptime/month) – at least 95% of the time measured by machines on a monthly basis. • Contact 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/Internet banking @ www.cimb.com/ / www.cimbclicks.com.my • Contact centre @ +603-6204 7788 (Local and Overseas). • Branch (Please refer to CIMB bank's website for the location of our branches) • Periodic customer satisfaction surveys. <p>Alternatively, BNM and Ombudsman for Financial Services (OFS) at the address and contact particulars stated below may be contacted.</p>