



# Treating Customers Fairly and Customer Service Charter



# TREATING CUSTOMERS FAIRLY CHARTER

CIMB Group aims to advance our customers and society in our effort to advocate sustainable banking practices. We place our customers at the heart of everything we do and we are committed in providing the highest standard of customer experience by treating them fairly in all of their dealings with us.

Our customer's TRUST is important to us and we promise our customers that we will:



## Treat them fairly

We are committed to ensuring that our customers are confident that they are dealing with an organisation where fair treatment is central to CIMB Group's culture.



## Practice needs-based selling

We are committed to ensuring that our products, services and its terms are marketed and designed to meet the needs of our customers.



## Be transparent

We are committed to ensuring that our customers receive clear, relevant and timely information to make informed decisions.



## Give them suitable advice

We are committed to ensuring that when our customers receive advice on our products and services, the advice is suitable and takes into account their circumstances.



## Be flexible

We are committed to ensuring that our customers do not face any post-sale barriers imposed by CIMB Group to change the product, switch provider, submit a claim or make a complaint.



## Give them peace of mind

We are committed to ensuring that our Customer's data and privacy are safeguarded.

Our Customer Service Charter further illustrates our commitment to our customers.

# 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. SERVICES STANDARDS

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

### Pillar 1 - Know Your Customer

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

### Pillar 2 - Timely and Efficient Service

Deliver 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

### Pillar 3 - Transparent and Personable Service

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

### Pillar 4 - Banking made Accessible

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



# PILLAR 1 - KNOW YOUR CUSTOMER

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>• 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 CIMB channels (i.e. branch/brochures/contact centre/bank's website).</li><li>• The bank conducts periodic customer satisfaction feedback/surveys to ensure that customer's needs are fulfilled.</li></ul>



## PILLAR 2 - TIMELY AND EFFICIENT SERVICE

Service Level Target: 80% of the customers are served within the expected service level.

Deliver 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

No.	Commitment	Service Standards
2.1	We will set a clear expectation on time taken for various services.	<ul 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. branch/brochures/contact centre/bank's website).</li> </ul>
2.2	We will serve customers promptly at our branch counter service.	<p><b>Customer Waiting Time:</b></p> <ul style="list-style-type: none"> <li>• Within 10 minutes.</li> </ul> <p><b>Customer Serving Time:</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>Account Application Turnaround Time</b> (From full documents and information received)</p> <p><b>a. Open Basic Savings Account/-i</b></p> <ul style="list-style-type: none"> <li>• New Customer : within 15 minutes.</li> <li>• Existing Customer : within 10 minutes.</li> </ul> <p><b>b. Open Basic Current Account/-i</b></p> <ul style="list-style-type: none"> <li>• New Customer : within 20 minutes.</li> <li>• Existing Customer : within 10 minutes.</li> </ul> <p><b>c. Close Account Turnaround Time</b></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> <p><b>Issuance of Debit Card.</b> Within same business day of opening savings account.</p>
2.4	We will efficiently attend to banking transactions.	<p><b>Executing a foreign currency remittance</b> (Refer to CIMB's Foreign Exchange rate for the currencies available for exchange)</p> <p><b>a. Inward -</b> 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>b. Outward -</b> 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 extent of checks / due diligence performed by individual banks.</i></p>

No.	Commitment	Service Standards
2.5	We will efficiently attend to product applications.	<p><b>Product Application Turnaround Time</b> <i>(From full documents and information received by the bank)</i></p> <p><b>a. Credit Card/-i Application:</b></p> <ul style="list-style-type: none"> <li>• Within 3 working days + time taken to post the card.</li> </ul> <p><b>b. Hire Purchase/-i Application:</b></p> <ul style="list-style-type: none"> <li>• Within 2 working days.</li> </ul> <p><b>c. Mortgage Financing Application (individual):</b></p> <ul style="list-style-type: none"> <li>• Within 5 working days.</li> </ul> <p><b>d. Financing Application (Small and Medium Enterprise-SME):</b></p> <ul style="list-style-type: none"> <li>• Within 3 weeks.</li> </ul>
2.6	We will follow through and provide the requisite updates to customer's queries.	<p><b>a. Phone</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>b. Written (email, fax, letter, social media)</b></p> <p><b>i. For e-mail</b></p> <ul style="list-style-type: none"> <li>• Provide acknowledgement response within 24 hours (if the email is addressed to <b>cru@cimb.com</b>)</li> <li>• Respond within 3 working days from date of receipt of enquiry if enquiry is not complex.</li> </ul> <p><b>ii. For letter or fax</b></p> <ul style="list-style-type: none"> <li>• Provide timeframe and keep customer updated upon receipt.</li> </ul> <p><b>iii. For social media</b></p> <ul style="list-style-type: none"> <li>• 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>• Respond within 3 working days from date of receipt of enquiry if enquiry is not complex.</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>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>

No.	Commitment	Service Standards
		<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 AND PERSONABLE SERVICE

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 branch/brochures/contact centre/bank's website:</p> <ol style="list-style-type: none"> <li>Conventional/Shariah contract applicable fees, charges, late payment charges and relevant profit rates and obligations in the use of a banking product or service.</li> <li>Product related details (i.e. product disclosure sheets, terms and conditions) are shared at the point of sale.</li> </ol>
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><b>a. First Impressions</b></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>b. Understand the customer's needs</b></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><b>c. Handle the queries/instructions</b></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

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 branch/brochures/contact centre/bank's website.</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 contact centre @ <b>+603-6204 7788</b> (Local and Overseas) and internet banking @ <a href="http://www.cimbclicks.com.my">www.cimbclicks.com.my</a>.</li> </ul> <p><i>Note : Channel availability may vary from time to time and customer will be informed of the same.</i></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>• Self-service terminal (service uptime/month) – At least 95% of the time measured by machines on a monthly basis.</li> <li>• Contact centre – 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>

No.	Commitment	Service Standards
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 @ <a href="http://www.cimb.com">www.cimb.com</a> / <a href="http://www.cimbclicks.com.my">www.cimbclicks.com.my</a></li> <li>• Contact centre @ <b>+603-6204 7788</b> (Local and Overseas).</li> <li>• Branch (Please refer to CIMB's website for the location of our branches)</li> <li>• Periodic customer satisfaction surveys.</li> </ul> <p>Bank Negara Malaysia, Association of Banks Malaysia and Ombudsman for Financial Services (OFS) details are included below as alternate avenues.</p>

#### BNMLINK

Call BNMTLELINK:  
**1300 88 5464** (LINK) (toll free number) or  
 Email to [bnmtelelink@bnm.gov.my](mailto:bnmtelelink@bnm.gov.my)

#### Laman Informasi Nasihat dan Khidmat (LINK)

Ground Floor, Block D,  
 Bank Negara Malaysia, Mailbox 10922,  
 50929 Kuala Lumpur.

Fax: 03-2174 1515

Website: <http://www.bnm.gov.my/bnmlink>

#### ABMConnect

Call **1300 88 9980** (toll free number) or

#### The Association of Banks in Malaysia

34th Floor, UBN Tower, 10 Jalan P Ramlee,  
 50250 Kuala Lumpur.

Fax: 03-2078 8004

Website: [eABMConnect / http://www.abm.org.my](http://www.abm.org.my)

#### OMBUDSMAN FOR FINANCIAL SERVICES

Call **+603-2272 2811** or

Email to [enquiry@ofs.org.my](mailto:enquiry@ofs.org.my)

#### Ombudsman for Financial Services (Formerly known as Financial Meditation Bureau)

Level 14, Main Block,  
 Menara Takaful Malaysia,  
 No. 4, Jalan Sultan Sulaiman,  
 50000 Kuala Lumpur.

Fax: 03-2272 1577

Website: <http://www.ofs.org.my>

