

Customer Service with special reference to Deposit.

Deposit = Customer *

- ❖ D dependence
- ❖ E existence
- ❖ P part
- ❖ O opportunity
- ❖ S service
- ❖ I income
- ❖ T better

*** Defined by Mahatma Gandhi.**

Customer & Consumer

- ❖ Customer is the person who purchases the goods or service.
- ❖ Consumer is the person who enjoys the goods or service.
- ❖ In banking industry, generally consumer is the customer.

Call of the day

- ❖ Customer service has become call of the day.
- ❖ The concept has suddenly gained importance, as banks have now to operate in buyer's market instead of seller's market.
- ❖ Deposit Mobilization is difficult as compared to achieving loan targets.

Types of Customers

- ❖ New customers & Existing customers.
- ❖ The standard / methodology of customer service to a large extent will depend on whether he is existing customer or new customer.

Expectations of customers

- ❖ Correct information as today's customer is generally well informed.
- ❖ Prompt service.
- ❖ Meeting of promise.
- ❖ Courteous service.
- ❖ Human face to customer service.

How service quality is judged?

- ❖ Reliability. / Recovery. / Responsiveness. / Assurance. / Empathy. / Infrastructure.

To give good service "All" you have to do is....

- Smile
- Establish eye contact
- Use the person's name
- Give your undivided attention

- Mirror the person's body language etc.
- Match speech
- Show that, without any shadow of doubt, you respect and accept the person, regardless of race, sex, culture etc.

- Demonstrate respect for your colleagues and your organization.
- Be calm and confident.
- Be well groomed and look the part.

Why existing customers visit the branch?

- ❖ Cash deposit & Withdrawal.
- ❖ Depositing cheque. (Local & upcountry)
- ❖ Cheque enquiry. (Inward clearing)
- ❖ Pass book updating.
- ❖ Term deposits.
- ❖ Cheque book.

How to cope up with customer's expectations?

- ❖ Main Key to offer good service is to acquire knowledge, information etc.

Staff should be aware of...

- ❖ HO & RBI Circulars.
- ❖ General practice in Banking Industry.
- ❖ Deposit schemes and interest rates.
- ❖ Relevant newsletter, magazines such as Credit Information Review.
- ❖ Working knowledge of other counters.
- ❖ Body language.

Constraints in offering good customer service.

- ❖ Branch premises are small.
- ❖ Shortage of staff either due to management decision, absenteeism etc.
- ❖ Poor Branch layout.
- ❖ Infrastructure facilities not provided by management such as computer, good software, AC etc.

Recent Trends in customer service.

- ❖ Private Banks expect that customer should not visit the branch as modern technology is offered to save his time and energy and banking operations can be carried out by customer as per his convenience.

Modern Technology.

- ❖ Computer, ATM, Tele-banking.
- ❖ Cheque depositing machine.
- ❖ Cash, DD at home.
- ❖ Account can be accessed on web site.
- ❖ Statement of account sent by E-Mail.
- ❖ Opening a/c at residence.
- ❖ Core banking solution. (Operate at any branch)

Cost of Service

- 1 Satisfied Customer ---at least 5 persons.
- 1 Dissatisfied Customer - How many persons? Difficult to judge.

10 Commandments of Good Communication.

- ◆ Clarify ideas before communicating.
- ◆ Examine the true purpose of communication.
- ◆ Take the entire environment; physical and human, into consideration.
- ◆ When valuable, obtain advice from others in planning communication.
- ◆ Be aware of the overtones as well as the basic content of the message.
 - ◆ Whenever possible convey useful information.
- ◆ Follow-up communication.
- ◆ Communicate with the future as well as the present in mind.
- ◆ Support words with deeds.
- ◆ Be a good listener.

10 Commandments for Good Listening.

- ◆ Stop talking. (You can't listen if you are talking)
- ◆ Put the talker at ease.
- ◆ Show that you want to listen.
- ◆ Remove distraction.
- ◆ Empathize with the speaker.
- ◆ Be patient.
- ◆ Hold your temper.
- ◆ Go easy on arguments and criticism.
- ◆ Ask questions.
- ◆ Stop talking. (This is first and last, all commandments depend on it.

Grooming.

- ❖ It is important to create a good impression on customers. A well-groomed person gives the impression of being professional and in control of the situation.
- Men should have short and combed hair.
- Women should have hair tied or plaited.
- Men should have the clean shave.
- Clothes should be sober, clean and well ironed.
- Shoes / sandals should be clean and polished.
- Nails should be clean, cut short.
- Use deodorant / mouth freshener.

Etiquette.

- ❖ Good etiquette creates good impression about you and your organization.
- ❖ Greet customer.
- ❖ Address customers by their names.
- ❖ If you do not know the names, address male customers by 'Sir' and female customers by 'Madam'
- ❖ Do not shout across the counter.
- ❖ Do not eat at the desk.
- ❖ Do not discuss office issues in front of the customers.
- ❖ Do not criticize other office staff in front of customers.
- ❖ Use the words 'thank you', 'sorry'
- ❖ Do not use the words or phrases that customer may not understand. (Against clearing, PDC, EMI, FQ, Fate of the cheque, TOD etc.)
- ❖ End the meeting with greeting.

Office Premises.

- ❖ Keep your desk and surrounding place clean and tidy.
- ❖ Ensure that the required stationary is available and is arranged neatly.
- ❖ The wall calendars show the current date and month.
- ❖ Notice board should be kept up to date with existing interest rates, service charges, DICGC certificate copy, list of holidays etc.

Management decision & Customer Service.

- ❖ Suggestion box. / Diwali & season's greetings / Senior Citizen Day.
- ❖ Celebrating BALDIN/ Birthday wishes. / PC for customer enquiry.
- ❖ Congratulation for success in Exam.

Management decision & Customer Service...

- ❖ ATM. / Tele banking. / Safe deposit lockers. / Demat. / Bill collection center.
- ❖ Demand Draft facility. / Personalized cheque books. / Speedy collection of up country cheques.

Management decision & Customer Service....

- ❖ Customer Day. / Customers meet. / Customer call. / Complaint handling machinery.
- ❖ Customer welfare activities. / Customer PA insurance.

Conclusion

- ❖ This paper aims to highlight some of the important points for rendering good customer service.
- ❖ It is not possible to prepare a model guide of customer service, as subject is very complex & highly subjective.
- ❖ The subject of customer service is now receiving top most attention of management as Banking Industry is now operating in Buyers market.
- ❖ What should be the standard of service one should give? The answer lies in your own expectation of service from others.
- ❖ Every one should remember that in life we have to constantly change roles.