

# ICICI BANK CUSTOMER EDUCATION SERIES

TIMES BUSINESS ASSOCIATE COMMUNICATION

## DISCOVER THE BENEFITS OF BANKING OVER THE PHONE!



**Talk to me!  
I am your Bank.**

### WHERE CAN I FIND MY CUSTOMER CARE NUMBER?

- The Customer Care phone numbers are displayed on the reverse of most credit cards and debit cards. Simply turn your card over and call Customer Care!
  - You can also save the number on your mobile phone. When you need it, simply select and dial.
- Most banks have their Customer Care phone numbers on their website.



Customer Care Numbers

### WHY IS USING CUSTOMER CARE CONVENIENT?

- It is available 365 days of the year, even on bank holidays.
- It is reachable from anywhere, anytime, despite extreme weather conditions.
- It gives you complete freedom from vehicular traffic and parking issues.
- Paper-free transactions — no forms to be filled!



#### SMS CONTEST

**Question:** Customer Care is available to you \_\_\_\_\_

**Answer:**

- A. once in a year.
- B. 365 days in a year.
- C. once in a month.

To answer, SMS DISHA A, B or C to 53030 and win a 2N-3D holiday. Contest open for the day of publication.

Terms and conditions apply. Visit [www.dishafc.org](http://www.dishafc.org) for details.



**MORE THAN 50%  
CUSTOMERS OF ICICI BANK  
PREFER TO BANK  
OVER THE PHONE.**

We welcome your questions, suggestions and feedback on this column. Please use the 'Email Us' link at [www.icicibank.com](http://www.icicibank.com) or send us an SMS to 53030. Please include your full name, address and phone number. Your comments may be edited for clarity and space.

**BE AN INFORMED CONSUMER. Watch this space every Monday.**