

ICICI BANK CUSTOMER EDUCATION SERIES

TIMES BUSINESS ASSOCIATE COMMUNICATION

"WANT QUICK AND SPEEDY SERVICE? USE THE IVR"!



Talk to me!
I am your Bank.

Why is an IVR (Interactive Voice Response) convenient?

- It is simple and easy to operate.
- The options are to the point and hence save time.
- You don't have to wait on the call till you reach a Customer Service officer.



How do I use it effectively?

- Keep your card number and PIN handy before calling Customer Care. It will help you to proceed quickly.
- Select the product you want information about by choosing the relevant code indicated by the IVR. You will then receive basic information like account balance and total outstanding amount (in the case of credit cards) without punching any more keys.
- Get familiar with the IVR options. This will help you make quicker IVR-code selections without having to go through the entire interactive record.

DID YOU KNOW? - IT TAKES LESS THAN A MINUTE TO KNOW YOUR ACCOUNT BALANCE USING YOUR CARD NUMBER AND PIN AT ICICI BANK CUSTOMER CARE!



SMS CONTEST

Question: The quickest way to know your account balance is _____

Answer:

- A. by visiting your bank branch.
- B. by using the IVR of Customer Care.
- C. by visiting your bank's website.

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 for details.

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SMS <CES 1> for Excellent
<CES 2> for Good
<CES 3> for OK or
<CES 4> for Bad
to 53030.

We welcome your questions, suggestions and feedback on this column. Please use the 'Email Us' link at 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.