

ICICI BANK CUSTOMER EDUCATION SERIES

A TIMES BUSINESS ASSOCIATE COMMUNICATION

BCSBI And Code of Banks' Commitment to Customers

The Banking Codes and Standards Board of India (BCSBI) is an independent and autonomous body set up to ensure that banks follow certain minimum standards of service to their customers. These standards are enshrined in the Code of Banks' Commitment to Customers.



The Code of Bank's Commitment to Customers is a voluntary code that provides protection to customers and explains how banks are expected to deal with them in their day-to-day operations.

The key commitments of the banks that have adopted the code are:

- ▶ To act fairly and reasonably in all dealings with their customers.
- ▶ To help their customers understand how banks' financial products and services work.
- ▶ To regularly provide customers with appropriate updates and keep them informed of changes in interest rates, service charges, terms and conditions, etc.
- ▶ To regularly provide customers with appropriate updates and keep them informed of changes in interest rates, service charges, terms and conditions, etc.
- ▶ To display in their branches and on their websites important information on the services provided, minimum balance requirements, contact details of Nodal Officers and Banking Ombudsman, etc. and the bank's customer-centric policies.
- ▶ To deal promptly and sympathetically with customers' complaints.
- ▶ To treat customers' personal information as private and confidential.
- ▶ To adopt and practise a non-discrimination policy.



To know more, please visit BCSBI's website www.bcsbi.org.in.

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 at 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.