

ICICI BANK CUSTOMER FIRST SERIES

A consumer education initiative

Self-Banking Series: Article 2 of 6

TIMES BUSINESS ASSOCIATE COMMUNICATION

Your bank is a phone call away



Your banking relationship now extends beyond your savings bank account to credit cards, loans and a whole range of banking products. You can now manage most of your transactions for all these products without having to take time off from your routine and visit your branch. If you choose to deal with a phone banking official, here is some useful information.

Phone Numbers



Your bank will provide you the phone banking numbers to call, should you wish to transact on the phone. Ensure you have these numbers stored in your phone book. Your bank's website will also have these numbers.

Access



Phone banking systems work on call transfer routines that route incoming calls automatically. The process is engineered to minimize waiting time. When you call, do hold on to allow the system to allocate your call.

Verification



Banks are careful about information pertaining to your account, credit card and transactions. Phone banking officials are trained to verify the credentials of the callers before responding with service. They will begin by asking you basic details of your relationship with the bank, such as your account number or credit card number, and other verification parameters. The verification process enables the bank to identify you and service you quickly.

Data



Before you make the call, ensure that you have all the information you may need. For example, if you are calling to stop payment of a cheque, knowledge of the cheque number and date will be needed. Depending on your queries, keep the relevant information handy.

Queries



Sometimes, you may not have all the information you need. For example, you may want to know the balance in your account before asking for a demand draft. The phone banking officer will answer your queries only after completing the verification process. Data that forms part of the verification process cannot be queried by you. For example, you may not be able to provide a name, and ask for the account number.

Transactions



Transactions that do not involve documentation can usually be completed over the phone. For example, for your savings account you can know your account balance, query your recent transactions, request a cheque book, or stop a



You can't encash this cheque. The account holder has just reported loss of this cheque to phone banking.

SMS CONTEST

Question

Which of the following cannot be queried over the phone?

Answer

- A. Your account balance
- B. Your recent transactions
- C. The PIN of your credit card

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 and winners.

cheque payment, etc., all over the phone. For your credit card, you can ask for the available balance, request a statement, etc. You can also apply for a loan and request your loan repayment schedule over the phone.

Pretty much all of your transactions can be completed or initiated on the phone, with the assistance of the phone banking officer. For a do-it-yourself approach, interactive voice response could be your choice.

DID YOU KNOW?

Your PIN (personal identification number) is personal to you. You can call the phone banking unit of your bank to place a request for a new PIN. Your PIN will never be revealed over the phone.

FAQs

Is it safe to speak out sensitive information about one's account, over the phone?

You must take the usual precautions with your account details. Ensure that you are not screaming out the information within somebody's earshot. Seek privacy when you transact. Do not write your authentication information and leave it around for someone else to use.

Can I call even before my account has been opened?

Yes. You can call to enquire about products and processes. If you have already completed the documentation, you can call to check the status of your account, loan or credit card.

In the next article of this series, read about the IVR (interactive voice response).

Center for Investment Education and Learning

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

SMART BANKING

Protect your money.



Inform phone banking about your lost card and avoid it from being misused.

ICICI Bank

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