CIMB

Treating Customers Fairly and Customer Service Charter

MOVING YOU FORWARD



TREATING CUSTOMERS FAIRLY CHARTER

CIMB Group aims to advance our customers and society in our effort to advocate sustainable banking practices. We place our customers at the heart of everything we do and are committed in providing the highest standard of customer experience by treating them fairly in all of their dealings with us.

Our customers' TRUST is important to us and we promise our customers that we will:

1. Fair dealing



We are committed to ensuring that our Customers are confident that they are dealing with an organisation where fair treatment and consideration of their best interest is central to CIMB Group's culture and core values:

i. We will be consistent in delivering fair outcomes to all our Customers on a best-effort basis.
ii. We will train our staff, representatives and agents to act with competence, fairness and integrity in their dealings with our Customers.
iii. We will integrate Treating Customers Fairly outcomes into all aspects of our governance and operations to uphold our commitment to our Customers.

2. Flexibility through fair terms

We are committed that our contract terms are fair to our Customers and are communicated clearly and in a timely manner. Additionally, we will ensure that our Customers do not face any post-sale barriers imposed by CIMB Group to change the product, switch provider or submit a claim.

i. We will ensure that our contract terms are fair and clearly spells out any settlement and cancellation clauses and our Customers are given sufficient time and information to evaluate and compare the risk and merits.
ii. We will ensure that our Terms and Conditions set out the respective rights, liabilities and obligations clearly and as far as possible in plain language.
iii. We will ensure that the Terms and Conditions in contracts or agreements are not altered without prior notification to our Customers.



3. Transparency



We are committed to ensuring that our Customers are provided clear, relevant and timely information to make informed decisions before, during and after the point of sale, i.e. at the pre-contractual stage, at the point of entering into a contract and during the term of the contract.

i. We will ensure that our product and service propositions are presented to our Customers in a structured and transparent manner that will give them clarity to facilitate them to make an informed decision.
ii. We will explain the key product or service features, pertinent Terms and Conditions, fees, charges, risks and important exclusions or limitations associated with the product or service in plain language to ensure our customers understand every aspect of the product or service.
iii. We will break down the complexity of our products or services in our effort to ensure that our Customers have a clear, holistic and complete view of our products or services.

4. Needs-based solutions

We are committed to ensuring that our staff, representatives and agents exercise due care, skill, diligence and practice needs-based solutions. That our products and services are marketed and designed to meet the needs of our Customers.

i. We will ensure our staff, representatives and agents carry out their duties and responsibilities with due care, skill and diligence in accordance with professional ethical standards.
ii. We will avoid or clearly disclose actual or potential conflicts of interest.
iii. We will ensure staff, representatives and agents' remuneration takes into consideration whether key performance indicators relating to fair treatment of our Customers have been achieved.

5. Suitable advice and recommendations

We are committed to ensuring that when our Customers receive any recommendation on our products and services, the advice and recommendations are suitable and take into account their circumstances.

i. We will ensure that any recommendations given are based on the Customers' financial objective, knowledge and experience and are reasonable and provided in the long-term best interest of our Customers.
ii. We will give sufficient information that helps our Customers make informed decisions about the products and services that best meet their needs.
iii. We will ensure that our Customers' data and privacy are safeguarded.

6. Peace of mind

We are committed to ensuring that our Customers' data and privacy are safeguarded and that they do not face any barriers to submitting feedback or making a complaint.

i. We will ensure that our processes and controls are reviewed periodically in our effort to keep our Customers' information safe and protected at all times.
ii. We will ensure that all Customer complaints and claims are addressed fairly, promptly and effectively, with a specific timeline for resolution.

7. Fair and equitable treatment of Vulnerable Customers

We are committed to taking appropriate actions to ensure that the vulnerable segment, including staff, representatives and agents are treated fairly and equitably.

i. We will assess the needs of Vulnerable Customers in our customer base and target markets and implement appropriate **practices** to meet the needs of our Vulnerable Customers.
ii. We will ensure that our staff, representatives and agents are well-trained to recognise, assess and respond appropriately to the needs of Vulnerable Customers, and
iii. We will continue to monitor, evaluate and improve on our ability to treat Vulnerable Customers fairly and equitably.

CUSTOMER SERVICE CHARTER – SERVICE STANDARDS

A. BACKGROUND

The Customer Service Charter (also referred to as **Charter**) was set up in 2011 with the intention to outline key commitments and service standards for all banks when providing service to customers.

The Charter encompasses the following considerations:



The charter is designed to reflect the basic banking services/common services.



The current prevailing trends of new ways of banking (e.g. digital) have been taken into account.



The service standards are designed from the customer's perspective in the true spirit of being customer-centric.

B. SERVICE STANDARDS

There are four pillars in the Customer Service Charter's Service Standards.

Pillar 1: Know your Customer

To understand the customer profile that enables the bank to:
- Anticipate the customer's needs and preferences.
- Offer products and services as per his/her requirements.

Expected Outcome: BUILD TRUST

Pillar 2: Timely and Efficient Service

Deliver a seamless basic/general banking services wherein the customer is aware of:
- Time that will be taken.
- Broadly, the steps involved in executing their instructions.

Expected Outcome: BEING RELIABLE

Pillar 3: Transparent and Personable Service

Endeavour to deliver the customer experience wherein the customer:
- Is given access to products and services related information.
- Is handled by competent and knowledgeable staff who will strive to provide good service.

Expected Outcome: BETTER ENGAGEMENT

Pillar 4: Banking made Accessible

Offer an engagement model wherein the customer is aware of:
- Multi-channel options.
- Accessibility.

Expected Outcome: PROVIDE CONVENIENCE OF BANKING FOR CUSTOMER'S PEACE OF MIND

PILLAR 1 - KNOW YOUR CUSTOMER

To understand the customer profile that enables the bank to:
- Anticipate the customer's needs and preference.
- Offer products and services as per his/her requirements.

No.	Commitment	Service Standards
1.1	We strive to help customer find the right product to suit his/her needs/profile.	a. Knowledgeable staff available to serve customer. b. Customer's information is gathered during new account opening process to get to know the customer, which may include the completion of banking forms and asking for supporting documents. c. Information on features and fees for the various products and services is available to customer through CIMB various channels (*i.e. branch/brochures/contact centre/bank's website*). d. The bank conducts periodic customer satisfaction feedback/surveys to ensure that customer's needs are fulfilled.



PILLAR 2 - TIMELY AND EFFICIENT SERVICE

Service Level Target: 80% of the customers are served within the expected service level.

Deliver seamless basic/general banking services wherein the customer is aware of:
- Time that will be taken.
- Broadly, the steps involved in executing their instructions.

No.	Commitment	Service Standards
2.1	We will set a clear expectation on time taken for various services.	Information on time taken to deliver services to customer, i.e. expected service standard is made available through various channels (*i.e. branch/brochures/contact centre/bank's website*).
2.2	We will serve customers promptly at our branch counter service.	**Customer Waiting Time:** Within 10 minutes. **Customer Serving Time:** • Within 5 minutes for simple transactions e.g. single transaction, cash withdrawals. • Within 20 minutes for complex transactions e.g. Remittance/FD/-i Transaction.

No.	Commitment	Service Standards
2.3	We will efficiently attend to account applications at our branch counter service.	**Account Application Turnaround Time** *(From full documents and information received by the bank)* **a. Open Basic Savings Account** • New Customer: Within 15 minutes. • Existing Customer: Within 10 minutes. **b. Open Basic Current Account** • New Customer: Within 20 minutes. • Existing Customer: Within 10 minutes. **c. Close Account Turnaround Time** • Basic Savings Account/-i: Within 10 minutes. • Basic Current Account/-i: Within 20 minutes. *Note: This does not take into account onboarding process – banks have their own onboarding process/introduction to banks' products and services.* **Issuance of ATM** *Within same business day of opening savings account.*
2.4	We will efficiently attend to banking transactions.	**Executing a Foreign Currency Remittance** *(Refer to CIMB's Foreign Exchange rate for the currencies available for exchange)* **a. Inward - Depending on the cut-off time.** • Before cut-off time: Credited on the same day. • After cut-off time: Credited on next working day. **b. Outward - Processing time depending on the cut-off time.** • Before cut-off time: Processed on the same day. • After cut-off time: Processed on next working day. *Note: The date of receiving funds subject to completeness of information and extent of checks/due diligence performed by individual banks.*
2.5	We will efficiently attend to product applications.	**Product Application Turnaround Time** *(From full documents and information received by the bank)* **a. Credit Card Application:** Within 8 working days + time taken to post the card. **b. Mortgage Financing Application (individual):** Within 5 working days. **c. Financing Application (Small and Medium Enterprise - SME):** Within 3 weeks.

No.	Commitment	Service Standards
2.6	We will follow through and provide the requisite updates to customer's queries.	**a. Phone** • Where no follow-up is required – Immediate such as first call resolution. • Where follow-up is required – Within 3 working days from date of 1st call. • Where enquiry is complex, bank will provide a reasonable timeframe and keep the customer updated accordingly. **b. Written (e-mail, fax, letter, social media)** • **For e-mail** i. Provide acknowledgement response within 24 hours (if the e-mail is addressed to **customercare@cimb.com**). ii. Respond within 3 working days from date of receipt of enquiry if enquiry is not complex. • **For letter or fax** Provide timeframe and keep customer updated upon receipt. • **For social media** i. Provide acknowledgement response within 24 hours if it is a working day. Otherwise, the acknowledgement response will be on the working day which follows. ii. Respond within 3 working days from date of receipt of enquiry if enquiry is not complex. *Note: Where enquiry is complex, bank will provide a reasonable timeframe and keep the customer updated accordingly.* **c. Counter** • Where no follow-up is required, bank will endeavour to provide first touch point resolution immediately. • Where follow-up is required – Within 3 working days from date of 1st visit. • Where enquiry is complex, bank will provide a reasonable timeframe and keep the customer updated accordingly.
2.7	We will address customers complaints/issues consistently and promptly.	a. Acknowledge customers complaints/issues within the next working day or immediately provide a confirmation. b. Communicate clearly on the complaint/issue. c. Address the complaint/issue in an equitable, objective and timely manner by informing customer on bank's decision no later than 2 working days for verbal complaint and 30 calendar days for written complaint from the date of receipt of the complaint. d. Keep customer updated if unable to address issues within the stipulated timeframe. e. Provide information on escalation to higher alternative avenues if the queries are not to the customer's satisfaction at first instance. *Note: Complaints management is governed by the guidelines spelt out by National Bank of Cambodia (NBC) and banks will operate accordingly.*

PILLAR 3 - TRANSPARENT AND PERSONABLE SERVICE

Endeavour to deliver the customer experience wherein the customer:
- Is given access to products and services related information.
- Is handled by competent and knowledgeable staff who will strive to provide good service.

No.	Commitment	Service Standards
3.1	We are open and transparent in our dealings.	The following information is made available through any of the various channels of communication such as branch/ brochures/contact centre/bank's website: a. Conventional contract applicable fees, charges, late payment charges and relevant profit rates and obligations in the use of a banking product or service. b. Product-related details (*i.e. product disclosure sheets, Terms and Conditions*) are shared at the point of sale.
3.2	We train our bank personnel to have adequate knowledge to advise and assist customers on banking products and services.	Sales personnel/Personal Financial Advisor/Relationship Manager is knowledgeable about the bank's products and services.
3.3	We provide customers with a personable service experience.	**a. First impressions** • Acknowledge customer when customer walks in/approaches the bank counter. • Offer to assist the customer. **b. Understand the customer's needs** • Ask questions to understand what the customer wants. • Listen attentively to customer. **c. Handle the queries/instructions** • Provide options that meet customer's needs. • Use simple words and explanations with the customer. • Perform end-to-end follow-up until customer's issue is resolved.



PILLAR 4 - BANKING MADE ACCESSIBLE

Offer an engagement model wherein the customer is aware of:
- Multi-channel options.
- Accessibility.

No.	Commitment	Service Standards
4.1	We are easily accessible via various channels i.e. physically & virtually.	Customer is kept informed on the physical and virtual channels available to him/her, using the various modes of communication such as branch/brochures/contact centre/bank's website. Specifically, the customer has access to the following: • List of physical channels which include branches and self-service machines. • List of virtual channels which include: i. Contact centre: a. Consumer Contact Centre +855 23 988 388/ +855 87 988 398. ii. Internet banking iii. Visit the Contact Us page on CIMB website. *Note: Channel availability may vary from time to time and customers will be informed of the same.*
4.2	We provide customers with efficient services via our virtual platforms outside of normal banking hours.	Strive to ensure that our virtual channels meet the following target service levels: • Self-service terminal (service uptime/month) – At least 95% of the time measured by machines on a monthly basis. • Contact centre – At least 80% calls are to be answered within 45 seconds. • Internet banking (service uptime/month) – 98%.
4.3	We inform customers on the various options for more convenient banking.	Share with the customers the various options for performing transactions through alternate channels, depending on the banks channel presence and where applicable. This can be done via any of the following means: • Engagement by the bank personnel. • Signage to guide the customer. • Campaigns and brochures. • Corporate website.

No.	Commitment	Service Standards
4.4	We actively seek thoughts and suggestions on how banks can serve customers better.	Provide channels for customers to render feedback via: • Corporate website @ https://www.cimbbank.com.kh/en/personal/forms-enq/personal-feedback-form.html • Visit the Contact Us page on CIMB website. • Branch (Please refer to CIMB bank's website for the location of our branches). • Periodic customer satisfaction surveys.

