



Introduction

The Customer Service Charter sets out our commitment to delivering a high standard of customer service. It outlines the type of service we aim to provide, how to contact us and give us feedback, particularly if anything goes wrong and how you can assist us to better serve you.

Key Commitments

We will continuously work towards improving the standards of service and our bank's relationship with you will be guided by the following key principles:

a. Accountability

- i) All our products and services comply with relevant laws and regulations of Malaysia.
- ii) We will explain and help you understand the financial benefits of our products and services that you are interested in, how they work and the risks involved.

b. Fairness

- i) We will act fairly and reasonably towards you in a consistent and ethical manner.
- ii) We will establish a clear set of procedures to ensure that any dispute between us will be resolved fairly and quickly.
For more details on our complaints procedure, please refer to our website <http://corp.bankofamerica.com/business/bi/malaysia>. We will tell you how to make your complaint as well as our procedures for handling them fairly and quickly.
- iii) We will as far as possible not discriminate against age or gender and will make available products and services on the same terms as for other customers.

c. Privacy

- i) We will treat all your personal information as private and confidential and ensure the safety and security of the usage of your information. Your personal information will not be revealed unless otherwise authorised by you or required by law to do so.
- ii) We will not use your personal information for our own marketing purposes if you inform us that you object to this practice.
- iii) We will comply at all times with the provisions of the Personal Data Protection Act 2010.

d. Reliability

- i) We will co-operate as an industry so that you enjoy secure and reliable banking and payment systems you can trust.

e. Transparency

- i) We will provide you with clear, relevant and timely information to help you make an informed decision about our products and services. Where applicable, a set of Terms and Conditions relating to each banking product or service will be made readily available to you with all the fees, charges, penalties and relevant interest rates, your liabilities and obligations in the use of a banking product or service highlighted.
- ii) We will inform you, through various channels (e.g. over the internet, by telephone, e-mail or at our branches) of available products and services. You can contact your bank for information or provide feedback through these channels.
- iii) We will exercise care to provide you a balanced view of benefits and risks of investment products, explain critical terms to you, ensure the investment product is suitable for your needs and financial circumstances.

If you have enquiries, concerns or comments please call, write, e-mail or fax us at:-

Bank's Name : Bank Of America Malaysia Berhad
Address : Wisma Goldhill, Jalan Raja Chulan, 50200, Kuala Lumpur
Tel : +6.03.2034.3961
Fax : +6.03.2031.9084
Email : asia.sse.my@baml.com

OR

Call ABMConnect: 1.300.88.9980 (toll free number) or
Log on to eABMConnect <http://www.abm.org.my>

The Association of Banks in Malaysia
34th Floor, UBN Tower
10 Jalan P Ramlee
50250 Kuala Lumpur

Fax : +6.03.2078.8004

Standards of Service

As we work towards improving our standards of service, we aim to provide our service efficiently and effectively. To this end, we have set out below service standards within which we can expect us to deliver the respective services.

1. We are committed to understanding our customer profile to enable us to anticipate our customer's needs and to offer products and services as per the customer's requirements.

No	Commitment	Service Standards
1.1	We strive to help customers find the right product to suit their needs/profiles.	<ul style="list-style-type: none"> a. Knowledgeable staff is available to serve customers. b. Customer's information is gathered during new account opening process to understand 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 customers through sales and client service teams. d. The bank conducts periodic customer satisfaction surveys to ensure that customer's needs are fulfilled.

2. We are committed to provide timely and efficient service.

No	Commitment	Service Standards
2.1	We will set a clear expectation on time taken for various services.	<ul style="list-style-type: none"> a. Information on time taken to deliver services to customer i.e expected service standard is made available through sales and client service teams.
2.2	We will serve customers promptly at our branch counter services.	<p>Customer Waiting Time : Within 5 minutes.</p> <p>Customer Serving Time :</p> <ul style="list-style-type: none"> ▪ Within 5 minutes for simple transactions e.g. single transaction. ▪ Within 20 minutes for complex transactions e.g. multiple transactions.
2.3	We will efficiently attend to banking transactions.	<p>Executing a foreign currency remittance.</p> <ul style="list-style-type: none"> a. Inward – depending on the cut off time. <ul style="list-style-type: none"> ▪ Before cut off time : credited on the same day. ▪ After cut off time : credited on the next working day. b. Outward – processing time depending on the cut off time. <ul style="list-style-type: none"> ▪ Before cut off time : processed on the same day. ▪ After cut off time : processed on the next working day. <p>Note : The date of receiving funds subject to completeness of information and extent of checks/due diligence performed by individual banks.</p>
2.4	We will follow through and provide the requisite updates to customer's queries.	<ul style="list-style-type: none"> a. Phone <ul style="list-style-type: none"> ▪ 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 (Email, fax, letter) <ul style="list-style-type: none"> ▪ For email <ul style="list-style-type: none"> i. Provide acknowledgement response within 24 hours. ii. Respond within 3 working days from date of receipt of enquiry if enquiry is not complex. ▪ For letter or fax <ul style="list-style-type: none"> i. Provide timeframe and keep customer updated upon receipt. <p>Note : Where inquiry is complex, the bank will provide a reasonable timeframe and keep the customer updated accordingly.</p> c. Counter <ul style="list-style-type: none"> ▪ Where no follow up is required, bank will endeavor 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.

<p>2.5 We will address customer’s complaints/issues consistently and promptly.</p>	<p>a. Acknowledge customer’s complaints/issues within 24 hours of a working day.</p> <p>b. Communicate clearly on the complaint/issue.</p> <p>c. Address the complaint/issue in an equitable, objective and timely manner by informing customer on the bank’s decision no later than 14 calendar days from the date of the receipt of the complainant.</p> <p>d. Keep customer updated if unable to address issues within the stipulated timeframe.</p> <p>e. Provide information on escalation to higher avenues if the queries are not to the customer’s satisfaction at first instance.</p> <p>Note : Complaints management is governed by the guidelines spelt out by Bank Negara Malaysia (BNM) and banks will operate accordingly.</p>
---	--

3. We are committed to provide transparent and personable service.

No	Commitment	Service Standards
3.1	We are open and transparent in our dealings.	<p>The following information is made available through the Banker, Sales and Client Service teams :</p> <p>a. Fees, charges, penalties and relevant interest rates and obligations in the use of a banking product or service.</p> <p>b. Product related details (i.e. product disclosure sheets, terms and conditions) are shared at the point of sale.</p>
3.2	We train our bank personnel to have adequate knowledge to advise and assist customers on banking products and services.	Banker, Sales and Client Service teams are knowledgeable about the bank’s products and services.
3.3	We provide customers a personable service experience.	<p>a. First impressions</p> <ul style="list-style-type: none"> ▪ Acknowledge customer when customer walks in/approaches the bank counter. ▪ Offer to assist the customer. <p>b. Understand the customer’s needs</p> <ul style="list-style-type: none"> ▪ Ask questions to understand what the customer wants. ▪ Listen attentively to customer. <p>c. Handle the queries/instructions</p> <ul style="list-style-type: none"> ▪ 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.

4. We are committed to provide multi-channel and easily accessible engagement model.

No	Commitment	Service Standards
4.1	We are easily accessible via various channels i.e. physically and virtually.	<p>Customer is kept informed on the physical and virtual channels available, using the various modes of communication such as via Banker, Sales and Client Service teams.</p> <p>Specifically, the customer has access to the following :</p> <ul style="list-style-type: none"> ▪ List of physical channels which include branches. ▪ List of virtual channels which include Client Service team (with hotline numbers provided) and internet banking (with website address provided).
4.2	We provide customers with efficient services via our virtual platforms outside of normal banking hours.	<p>Strive to ensure that our virtual channels meet the following target service levels :</p> <ul style="list-style-type: none"> ▪ Client Service team – at least 80% of calls are to be answered within 3 rings. ▪ Internet banking (service uptime/month) – 98%.
4.3	We inform customers on the various options for more convenient banking.	Share with the customer the various options for performing transactions through alternate channels via engagement with Banker, Sales and Client Service teams.
4.4	We actively seek thoughts and suggestions on we can serve customers better.	<p>Provide channels for customer to render feedback via :</p> <ul style="list-style-type: none"> ▪ Client Service team. ▪ Branch. ▪ Periodic customer satisfaction surveys.

Additional avenues of resolving disputes

If you are not satisfied with the outcome of your complaint or how it was handled, you may refer the matter to either of the following bodies who will help settle the dispute.

1. BNMLINK – a complaint resolution arm of Bank Negara Malaysia.
Call BNMTELELINK : 1.300.88.5465 (LINK) (toll free number) or
E-mail to bnmtelelink@bnm.gov.my

Laman Informasi Nasihat dan Khidmat (LINK)
Tingkat Bawah, Blok D
Bank Negara Malaysia
Peti Surat 10922
50929 Kuala Lumpur
Fax : +6.03.2174.1515

Website: <http://www.bnm.gov.my/bnmlink>
2. ABMConnect – an avenue set up by The Association of Banks in Malaysia to handle public enquiries and complaints on banking matters

Call: 1.300.88.9980 (toll free number) or
Log on to eABMConnect <http://www.abm.org.my>

The Association of Banks in Malaysia
34th Floor, UBN Tower
10 Jalan P Ramlee
50250 Kuala Lumpur
Fax : +6.03.2078.8004
3. Financial Mediation Bureau – an independent body set up to help settle disputes between financial service providers who are its members and the public.

Call : +6.03.2272.2811 or
Log on to <http://www.fmb.org.my> or
E-mail to enquiry@fmb.org.my

Financial Mediation Bureau
No. 4, Dataran Kewangan Darul Takaful 4
Jalan Sulaiman
50000 Kuala Lumpur
Fax : +6.03.2274.5752

“The Customer Service Charter outlines the standards of service you can expect in your dealings with us. We recognise that there will always be room for improvements, and as we establish new and better ways of working, we will formalize processes and procedures and include them here in our Customer Service Charter. This Customer Service Charter is for information purposes only and is not intended to, and does not, create any legally binding rights or obligations.”

Issue date: 1 November 2011