CUSTOMER SERVICE

PILLAR 1: KNOW OUR CUSTOMERS

To understand the customer profile that enables the bank to deliver the best service standards to its customers.

Expected Outcome:
• Gain knowledge of customers and their needs.
• Recognize customer ability to make decisions.
• Understand customer expectations.
• Maintain adequate knowledge to deal with transactions.

PILLAR 2: TIMELY & EFFICIENT SERVICE

We deliver a seamless, fast, real-time, transactional service to customers in a form that is fast, fair and friendly.

Expected Outcome:
• Information on the latest in customer service initiatives or updates is available through various channels.
• Service standards for all banks are published within the expected service time.

PILLAR 3: TRANSPARENT & PERSONABLE SERVICE

To ensure that customers are informed about the products and services.

Expected Outcome:
• Provide customers with adequate knowledge about the bank products and services.
• Ensure that customer is satisfied with the service.

PILLAR 4: BANKING MADE ACCESSIBLE

We provide customers with the means to access our services.

Expected Outcome:
• Provide customers with adequate knowledge about the bank products and services.
• Ensure that customer is satisfied with the service.

Service Level Target: 80%

Note:
• Where enquiry is complex, bank will provide a written acknowledgement response.
• Where follow up is required - (if the email is addressed to social media).
• Provide acknowledgement response within 24 hours.
• Where no follow up is required, bank will endeavor to provide first touch point within 48 hours.

For more information, call 03-8230 2222*, visit your nearest AFFINBANK / AFFIN ISLAMIC Bank branch or log on to www.affinbank.com.my / www.affinislicom.my for full terms and conditions.

* Effective 2018, the new Contact Centre number is 03-8230 2222.