

Participant Handbook

Sector
BFSI

Sub-Sector
Broking, Fund Investment & Services,
Lending, Payments

Occupation
Sales

Reference ID: **BSC/Q8407, Version 1.0**
NSQF level: 4



**Sales Associate -
Direct Channel**

Published by

Banking, Financial Services & Insurance (BFSI) Sector Skill Council of India

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First Edition, September 2024

This book is sponsored by **Banking, Financial Services & Insurance (BFSI) Sector Skill Council of India**

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Shri Narendra Modi
Prime Minister of India

“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”



Certificate

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BANKING, FINANCIAL SERVICES & INSURANCE (BFSI) SECTOR SKILL COUNCIL OF INDIA

for

SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of

Job Role/ Qualification Pack: **'Sales Associate - Direct Channel'** QP No. **'BSC/Q8407, NSQF Level 4'**

Date of Issuance: **January 05th, 2023**

Valid up to: **January 05th, 2026**

* Valid up to the next review date of the Qualification Pack

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Acknowledgements

The Banking, Financial Services & Insurance (BFSI) Sector Skill Council of India would like to thank all the individuals and organisations, who contributed, in various ways, to the preparation of this participant handbook. The handbook could not have been completed without their active contribution. Special gratitude is extended to those who collaborated during the preparation of the different modules in the participant handbook. Wholehearted appreciation is also extended to all who provided peer review for these modules.

The preparation of this handbook would not have been possible without the banking sector's support. Industry feedback has been extremely beneficial since inception to conclusion, and it is with their guidance that we have tried to bridge the existing skill gaps in the industry. This participant handbook is dedicated to the aspiring youth, who desire to achieve special skills that will be a long-term asset for their future pursuits.

About this book

Welcome to the "Sales Associate - Direct Channel" training program. This handbook is crafted to furnish participants with a comprehensive understanding of the role of a data analyst in the financial services sector, with a specific focus on managing information systems, generating insights, and ensuring data integrity and security. Throughout this training initiative, participants will delve into various facets of data analysis, including data collection, processing, interpretation, and presentation. The handbook aims to equip participants with the requisite skills to navigate through vast datasets, extract meaningful information, and provide actionable recommendations.

Participants will also be trained to stay abreast of emerging technologies, tools, and methodologies in data analysis relevant to the financial services domain. Emphasis will be placed on effective communication skills, enabling participants to convey complex data findings in a clear and concise manner to stakeholders. The handbook outlines the key competencies and proficiencies essential for successful MIS data analysts in financial services. This encompasses proficiency in data visualization, database management, statistical analysis, and adherence to regulatory compliance standards.

Performance metrics are established to motivate participants to attain the necessary skills through practical application and adherence to industry best practices.

This Participant Handbook is designed based on the Qualification Pack (QP) under the National Skill Qualification framework (NSQF) and it comprises of the following National Occupational Standards (NOS)/ topics and additional topics.

1. BSC/N8420: Perform pre-sales activities
2. BSC/N8421: Manage sales and post-sales activities
3. DGT/VSQ/N0102. Employability Skills (60 Hours)

Symbols Used



Key Learning
Outcomes



Unit
Objectives



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1. Identify Potential Customers

Unit 1.1 - Overview of The Skill India Mission

Unit 1.2 - Introduction to the Banking Sector and Role of Sales Associate – Direct Channel



Key Learning Outcomes

By the end of this module, the participants will be able to:

1. Discuss the objectives and benefits of the Skill India Mission
2. Describe the scope of Banking Industry and its sub-sectors
3. Discuss job role and opportunities for a Sales Associate - Direct Channel
4. Explain the methods of identifying the potential customers via cold calling and their requirements and preferences
5. Describe the methods of determining the most suitable product/service offering for the customer as per the requirement
6. Explain standard specifications of various products/services offered by financial institutions
7. Discuss cross and up-selling service/products methods
8. Show how to conduct cold calls and marketing campaigns in the allocated catchment area to generate direct leads
9. Show how to set up meetings with potential clients to discuss product offerings in detail within the specified TAT
10. Employ appropriate methods to maintain records of sales leads, potential clouds, customer interactions or transactions, recording details of inquiries, complaints, or comments, as well as actions taken

UNIT 1.1: Overview of The Skill India Mission

Unit Objectives

By the end of this unit, the participants will be able to:

1. Describe the significance of the Skill India Mission
2. List the initiatives and programs under the Skill India mission.
3. Discuss the objectives and benefits of the Skill India Mission.

1.1.1 Overview of the Skill India Mission

Skill India is a government initiative launched by Prime Minister Narendra Modi in 2015 to train over 400 million Indians in industry-related jobs. The initiative aims to empower young Indians with relevant skills to improve their employability and entrepreneurship opportunities. The National Skills Development Corporation (NSDC) manages the Skill India campaign.

The Skill India mission was started on 15 July 2015 under the flagship of the honourable government of India, by the Minister Shri Narendra Modi and under the venerable patronage of Shri Rajeev Chandrasekhar, Minister of State for Skill Development and Entrepreneurship, and Shri Dharmendra Pradhan, Minister for Skill Development and Entrepreneurship. It was started with the most fundamental objective of addressing the growing need to develop a skilled workforce in India. On that note, the following are some of the key objectives of the Skill India Mission:

- **Bridging the gap in service potential:** As per a report provided by the Ministry of Skill Development and Entrepreneurship in their booklet, “National Skill Development Mission, A Framework for Implementation”, there is a great dearth of skilled workforce in India. Where at least 96 % of the workforce in South Korea, 80 % in Japan, 75 % in Germany, 68 % in the UK, and 52 % in the USA is skilled, only a meagre 2.3 % of the workforce in India is skilled, which is a very dispiriting figure. Thus, The Skill India mission aims to bridge the gap and augment the percentage of skilled working professions in all sectors identified by the ministry.
- **Augmenting the annual skilling potential in the world economy:** India is referred to as one of the youngest nations in the world, with at least 62 % of the population belonging to an age group of 25 to 59 years, which is a working age. Thus, skill training in this demographic advantage can aggravate the economy in different sectors belonging to the government, private, and cross-border sectors thereby enhancing the economic contribution from the service sector.
- **Tackling the supply and demand issues:** The Service Sector has contributed to at least 54 % of the GDP of India since 2010-2011. However, on the supply side, there are inadequate job opportunities, whereas there is the inclusion of a less skilled or unskilled workforce in the demand side, which is expected to impact the great potential economy. Thus, the Skill India Mission aims to implement end-to-end skill development among schoolgoers, and employers’ industrial workforce about regional, national, cross-sectoral, and internationally acclaimed standards.
- **Attenuate to frameworks for producing sustainable livelihoods:** The Skill India Mission aims to develop opportunities for short-term and long-term skill development which shall enable career progression and employability among the youths. Each of the trainings shall have a “framework for outcome-based training” applicable to the training duly incorporated, facilitators, state, ministries, and private training providers. With outcome-focused training, the learners are expected to find employability as per their skills faster and in a more diverse market as outlined by the PM Kaushal Vikas Yojana.

- **Capacity Building:** The Skill India Mission targets to strengthen the existing sectors and industrial frameworks for the employed and those willing to aspire to the same. An example can be cited of the Indian Construction System, where there are comparatively fewer scopes of skill development than in the other sectors. With
- **Maintaining a national skill database:** To sustain the employability and economic goals, the Skill India Mission targets to build and maintain a national skill database, named, the “Labor Market Information System” (LMIS). Through this portal, the government can track market trends, employability, skill development, coordination, skill monitoring, social awareness, economic potential, and policy building.
- **Developing a skilled network:** Along with the abovementioned information system, the National Skill Directorate aims to maintain coordination and regulation with the National Skill Development Agency (NSDA), National Skills Research Division (NSRD), Directorate General of Training (DGT), and the National Skill Development Corporation (NSDC) to percolate through the state mechanisms State Skill Development Missions (SSDM), and the regulatory bodies involved in training, partnering, skilling, and providing employability.
- **The Skill Loan Scheme:** The honourable government of India aims to provide skill training to at least 40 crore youths and multiply the economic prospects through the skill sectors. To make the skill-training mission a mega success, the mission also aims to facilitate the skilling process by providing “Skill Loans” to aspiring individuals about the terms and conditions specified by the Ministry of Skill Development and Entrepreneurship.

This project aimed to establish and implement comprehensive skill development training programs. These programs would assist in bridging the gap between industry demands and skill requirements. Hence, it helps the country flourish as a whole.



Fig. 1.1.1: Logo of Skill India with Tag Line

The Skill India programs were designed to address various aspects of skill development and training in India. Here are some key components and objectives of these programs:

- Curriculum-Based Skill Training Courses
- Incorporating Skill-Based Learning into School Curricula
- Long- and Short-Term Skill Training
- Employment Generation
- Industry Collaboration

The government has designed several critical programs to ensure the Skill India Mission is carried out nationwide.

- The following are the schemes under the Skill India initiative:
- Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
- Jan Shikshan Sansthan (JSS)
- Pradhan Mantri Kaushal Kendra (PMKK)
- Pre-Departure Orientation Training (PDOT)
- India International Skill Centres (IISCs)
- Pradhan Mantri YUVA Yojana (PM YUVA)
- SANKALP (Skills Acquisition and Knowledge Awareness for Livelihood Promotion)

1.1.2 Initiatives under the Skill India Mission

The Skill India Mission is an initiative by the Government of India aimed at empowering the youth of the country with skill sets to enhance their employability and entrepreneurship capabilities. The mission was launched in 2015 and has several key initiatives and programs:

Pradhan Mantri Kaushal Vikas Yojana (PMKVY):

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is a flagship initiative of the Government of India that was introduced on July 15, 2015. The program is part of the larger Skill India Mission, which aims to empower Indian youth by providing them with industry-relevant skills that enhance their employability and lead to a better quality of life.

The Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is a critical initiative with multifaceted objectives that have far-reaching importance for India's socio-economic development. Firstly, PMKVY is instrumental in bridging the gap between job seekers and employment opportunities by equipping the Indian youth with industry-relevant skills. This enhances their employability and addresses the evolving demands of various industries. The program's alignment with the National Skill Qualification Framework (NSQF) ensures that the skills imparted are standardised and recognised, leading to better employment prospects and a more competitive workforce.

Secondly, PMKVY goes beyond mere job readiness; it catalyses entrepreneurship. By nurturing entrepreneurial skills and providing training that empowers individuals to start their businesses, PMKVY fosters economic self-reliance and job creation. This dual focus on employability and entrepreneurship is pivotal in enhancing youth empowerment, improving livelihoods, and ultimately contributing to India's economic growth. As a result, PMKVY plays a crucial role in reducing unemployment rates, promoting social and economic inclusion, and positioning India for sustained economic progress in an increasingly competitive global landscape.

National Apprenticeship Promotion Scheme (NAPS):

The National Apprenticeship Promotion Scheme (NAPS) is an initiative by the Government of India to promote apprenticeship training and encourage employers to engage apprentices. The scheme was introduced on August 19, 2016, to facilitate skill development for a large number of Indian youths by offering them apprenticeship opportunities across various sectors and industries.

The National Apprenticeship Promotion Scheme (NAPS) embodies a set of objectives that hold paramount importance for India's skill development landscape. Firstly, NAPS catalyses skill enhancement by providing individuals with practical, hands-on training through structured apprenticeship programs.

This experiential learning equips them with industry-specific skills, significantly enhancing their employability and preparing them for the demands of the modern job market. NAPS also plays a pivotal role in bridging the existing skill gap by aligning the skills of the youth with the precise requirements of industries, ensuring a seamless transition into the workforce.

Secondly, NAPS promotes industry relevance and a culture of industry-ready workforce development. It encourages industries to engage apprentices and aims to create a symbiotic relationship where both employers and apprentices benefit from the engagement. The scheme's provision for wage reimbursement to employers makes it financially feasible for industries to participate in apprenticeship programs, further incentivising their involvement. In doing so, NAPS contributes significantly to skill enhancement, employability, and economic growth, as a well-trained and industry-ready workforce is pivotal to India's progress and competitiveness in the global economy.

Craftsmen Training Scheme (CTS):

The Craftsmen Training Scheme (CTS) is a vocational training program in India that focuses on providing technical and practical skills to individuals in various trades. It is administered by the Directorate General of Training (DGT) under the Ministry of Skill Development and Entrepreneurship. The CTS program is an integral part of the industrial training system in India.

The Craftsmen Training Scheme (CTS) is a pivotal initiative with a set of overarching objectives that hold significant importance in the realm of skill development. Firstly, the core objective of CTS is to impart technical skills and knowledge to individuals across a diverse array of trades. These skills are indispensable for enhancing employability across various industries, ultimately narrowing the gap between the demand for skilled labour and the available workforce. The CTS programs are meticulously designed to align with industry requirements and standards, ensuring that individuals receive training that is not just relevant but directly applicable to the dynamic job market.

Secondly, CTS is vital in promoting craftsmanship and excellence within various trades. It empowers individuals to become skilled artisans and technicians, fostering a culture of quality and expertise. Furthermore, the scheme significantly contributes to employment generation by providing vocational training, thereby reducing unemployment rates and enhancing the economic prospects of trained individuals. The nationally recognised certificates awarded upon completing CTS programs validate these skills, making individuals more appealing to potential employers. In sum, CTS's importance extends to enhancing employability, promoting industry readiness, nurturing a skilled workforce, fostering diverse skill development, and ensuring standardised training and certification that benefits individuals and the nation's overall economic growth.

Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP):

Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) is a strategic initiative by the Government of India, launched on November 20, 2017, to bolster skill development and vocational training nationwide. The program's fundamental goal is to enhance the quality and alignment of skill development programs with the dynamic needs of the labour market.

With its multifaceted objectives, SANKALP plays a pivotal role in advancing the skill development landscape in India. Its core objective is to elevate the quality and relevance of skill development programs, ensuring that individuals acquire skills that are not only in demand but also encompass both technical and soft skills essential for the contemporary job market. Furthermore, SANKALP promotes lifelong learning, fostering a culture where individuals continuously upgrade their skills to adapt to evolving industry requirements and technological advancements. The program's emphasis on strengthening the institutional capacity of skill development stakeholders, including training providers, assessment agencies, and industry bodies, ensures that the entire ecosystem is equipped to deliver high-quality training and assessment, thus bolstering the employability of the workforce.

Secondly, SANKALP holds immense importance in the broader context of India's socio-economic development. By promoting industry engagement and collaboration, the program ensures that training programs are meticulously aligned with industries' ever-evolving needs and standards. This strategic alignment leads to better job placement, fostering economic growth while simultaneously advancing the cause of inclusivity by making skill development opportunities accessible to marginalised and disadvantaged groups, including women, rural populations, and persons with disabilities. Ultimately, SANKALP's comprehensive approach contributes to India's global competitiveness by equipping its workforce with the skills needed to excel in an increasingly dynamic and globalised job market, thereby playing a pivotal role in the nation's economic progress and prosperity.

Skill Strengthening for Industrial Value Enhancement (STRIVE):

Skill Strengthening for Industrial Value Enhancement (STRIVE) is a significant program initiated by the Government of India to bolster the country's skill development ecosystem. STRIVE was officially launched on November 16, 2016, with the crucial support of the World Bank. The primary objective is to enhance the quality and relevance of the workforce by focusing on skill development in diverse industrial sectors. The program was introduced to align the skills of the youth with the dynamic and evolving requirements of the industry.

With its well-defined objectives, STRIVE is pivotal in shaping India's skill development landscape. Its central aim is to elevate the quality and relevance of skill development programs, ensuring that the workforce remains adept and up-to-date with the latest technologies and practices demanded by evolving industries. This emphasis on staying current and industry-aligned not only enhances the employability of individuals but also significantly bolsters the overall productivity and efficiency of industries, ultimately contributing to the nation's economic growth. Furthermore, by promoting apprenticeships and practical learning experiences, STRIVE bridges the gap between theory and practice, making the youth more familiar with industry processes and thus better prepared for job market demands.

Secondly, STRIVE holds profound importance for India's socio-economic development. It encourages entrepreneurship and self-employment, fostering an environment conducive to startups and small businesses and enforces accountability through an outcome-based funding approach. This approach ensures that investments in skill development programs are tied to actual outcomes, thereby driving efficiency and effectiveness in the utilisation of resources. Moreover, the program's focus on strengthening institutions involved in skill development through capacity building and necessary reforms further enhances their ability to provide quality training and contribute effectively to the nation's skill development landscape. Ultimately, STRIVE's holistic approach empowers India's workforce with industry-relevant skills, fosters entrepreneurship, enhances institutional capabilities, and positions the nation for global competitiveness, all of which are crucial elements for India's continued progress and prosperity.

Udaan:

Udaan is a special industry initiative by the Government of India aimed at providing skill development and employment opportunities to the youth of Jammu and Kashmir. The program was introduced in 2011 to address the unique challenges faced by young individuals in the state and integrate them into the mainstream economy.

Udaan, as a well-conceived initiative, stands out with its multifaceted objectives aimed at addressing the unique socio-economic challenges in Jammu and Kashmir. Its primary goal of generating employment opportunities for the region's youth is paramount, considering the historical challenges they have faced in accessing job markets. By offering comprehensive skill development and training programs across various sectors, Udaan equips young individuals with the necessary skills and knowledge, significantly

increasing their employability. Moreover, the program's focus on integrating the youth into India's mainstream economic activities fosters a sense of belonging and empowerment, reducing their isolation and contributing to regional and national economic growth.

Furthermore, Udaan's approach of encouraging private sector engagement in the training and employment of the youth creates a mutually beneficial relationship. It provides job opportunities for the youth and strengthens the region's industrial and economic landscape. The program goes beyond skill development by providing specialised training and coaching for competitive examinations, further enhancing the youth's prospects for securing public and private jobs. Additionally, Udaan is pivotal in promoting peace and stability in Jammu and Kashmir by addressing socio-economic challenges and offering opportunities that can lead to reduced unemployment rates, enhanced skill levels, and, ultimately, a more stable and prosperous region.

Udaan embodies a transformative approach that empowers youth, fosters economic development, promotes peace and stability, enhances skills, and encourages private-sector participation. Udaan contributes to the region's growth and the larger goals of inclusive development and national unity by addressing the unique challenges and providing a pathway to economic empowerment.

Startup India:

Startup India is an initiative launched by the Government of India to promote entrepreneurship and nurture a conducive ecosystem for startups. The initiative was introduced on January 16, 2016, by the Prime Minister of India, Narendra Modi, as part of the larger vision to encourage innovation, job creation, and economic growth in the country.

Objectives of Startup India:

- **Foster Entrepreneurship:** The primary objective of Startup India is to cultivate and encourage a culture of entrepreneurship, innovation, and creativity in the nation. It aims to inspire individuals to come forward with innovative ideas and solutions to address various societal and economic challenges.
- **Job Creation:** The initiative aims to generate employment opportunities by supporting the establishment and growth of startups. It recognises startups as significant contributors to job creation and economic development.
- **Facilitate Growth and Innovation:** Startup India aims to provide a nurturing environment for startups to grow and innovate. It offers various incentives, funding opportunities, and support mechanisms to facilitate the growth of startups.
- **Simplify Regulations:** The initiative seeks to reduce the regulatory burden on startups by streamlining the compliance process, enabling startups to focus more on their core activities and less on administrative formalities.
- **Promote Inclusivity:** Startup India encourages participation from women entrepreneurs, rural areas, and underprivileged sections of society. It promotes inclusivity and aims to ensure that the startup ecosystem's benefits reach all population segments.

1.1.3 Objectives and Benefits of the Skill India Mission

The Skill India Mission, launched by the Government of India, aims to empower the country's large youth population by enhancing their skills and making them employable in a rapidly evolving job market. The primary objectives of the Skill India Mission include addressing the widening gap between the demand for skilled workers and the available workforce, promoting a culture of skill development across various sectors, and ensuring that the youth are equipped with the necessary skills to secure gainful employment or become entrepreneurs.

One key aspect of the Skill India Mission is creating a robust skill development ecosystem encompassing training programs, certification mechanisms, and industry partnerships. The mission seeks to align skill development with the industry's needs, thereby increasing individuals' employability. Various sectors, including manufacturing, services, and agriculture, are targeted to ensure a comprehensive approach to skill enhancement.

Objectives of Skill India Mission:

- **Create a Skilled Workforce:** The primary objective of the Skill India Mission is to train a large number of Indian youths in various skills to make them employable in different sectors of the economy.
- **Enhance Employability:** The mission seeks to improve the employability of the workforce by aligning training programs with the needs of the industry. The goal is to bridge the gap between demand and supply of skilled labour.
- **Promote Entrepreneurship:** Skill India aims to encourage entrepreneurship by providing necessary training and support to individuals who want to start their businesses. This includes fostering a culture of innovation and self-employment.
- **Ensure Inclusivity:** The mission focuses on inclusivity by providing skill development opportunities to all sections of society, including disadvantaged groups. This helps in reducing socio-economic disparities.
- **Adaptability to Technological Changes:** Skill India recognises the importance of keeping pace with technological advancements. Therefore, it aims to equip the workforce with skills relevant to emerging technologies, ensuring they remain competitive in the global market.
- **Encourage Lifelong Learning:** The mission promotes a culture of continuous learning by emphasising the importance of upskilling and reskilling throughout one's career. This is crucial in an era where the nature of work is constantly evolving.

Benefits of Skill India Mission:

- **Employment Generation:** By enhancing the workforce's skills, the mission contributes to increased employment opportunities, both in the formal and informal sectors.
- **Economic Growth:** A skilled workforce is essential for economic growth. Skill India aims to contribute to the growth of industries and the overall economy by ensuring a supply of competent and adaptable workers.
- **Reduction in Unemployment:** By aligning training programs with industry needs, Skill India helps reduce unemployment by creating a pool of job-ready individuals.
- **Global Competitiveness:** A skilled workforce enhances India's competitiveness in the global market. Skilled workers are better equipped to meet international standards and contribute to the success of Indian industries on a global scale.
- **Poverty Alleviation:** Skill development can be a powerful tool for poverty alleviation. By enabling individuals to acquire skills and secure gainful employment, the mission contributes to lifting people out of poverty.

- **Social Inclusion:** Skill India emphasises inclusivity, ensuring that individuals from diverse backgrounds and communities have access to skill development opportunities. This contributes to social cohesion and reduces disparities.
- **Entrepreneurship Promotion:** The mission encourages entrepreneurship by providing aspiring entrepreneurs with the necessary skills and support, fostering a culture of innovation and self-reliance.

UNIT 1.2: Introduction to the Banking Sector and Role of Sales Associate – Direct Channel

Unit Objectives

By the end of this unit, the participants will be able to:

1. List the banking sectors in India.
2. Identify the sub-sectors of the banking sector in India.
3. Summarize the history of Banking and Financial Services in India.
4. Discuss the challenges faced by the banking and finance sector in India.
5. Explain the BFSI Sector Skill Council and their objectives.
6. List basic terminologies in banking services.
7. List categories of leads.
8. Discuss methods to generate sales leads effectively.
9. Explain potential customers through cold calling and their preferences.
10. Describe the most suitable product/service for customers based on their needs.
11. Explain standard specifications of products/services offered by financial institutions.
12. Discuss methods for cross-selling and up-selling products/services.

1.2.1 Banking Sector Landscape in India

What is a Bank?

Banks are government or privately owned institutions that generally accept deposits and make loans. In addition, banks also offer related services like currency exchange, safe deposit boxes, certificates of deposit (CDs), individual retirement accounts (IRAs), etc.

Deposits are money people leave in an institution with the understanding that they can get it back at any time or at an agreed-upon future time. A loan is a money given to a borrower to be generally paid back with interest.

Types of Banks in India

Banks in India can be classified into four types:

- Central banks
- Commercial banks
- Cooperative banks
- Specialized banks

The Reserve Bank of India (RBI) is India's central bank. The central bank's main function is to regulate all other banks and act as an apex body for the economic sector.

Commercial banks can be further classified into:

- **Public sector banks (PSBs)** are the backbone of the Indian banking system, owned and operated by the government. Think of them as the established giants, serving a vast network of branches across the country. Some prominent examples include State Bank of India (SBI), Bank of India (BoI), Bank of Baroda, and Punjab National Bank (PNB).
- **Private sector banks** are the dynamic players, driven by innovation and customer-centric approaches. Think of them as the agile challengers, offering a wider range of products and services with a focus on speed and efficiency. Leading examples include HDFC Bank, ICICI Bank, and Axis Bank.
- **Foreign banks:** These international players bring global expertise and specialized services to the Indian market. They are niche specialists catering to specific needs like international trade finance or wealth management. Examples include Citibank, HSBC, and Standard Chartered Bank.
- **Regional Rural Banks (RRB):** These are unique categories established to serve the needs of rural communities. Think of them as the regional champions, providing basic banking services and credit facilities in underserved areas. Some of the examples include Paschim Banga Gramin Bank and Uttarbanga Kshetriya Gramin Bank in West Bengal, Chaitanya Godavari Grameena Bank in Andhra Pradesh, Pandyan Grama Bank in Tamil Nadu, Saurashtra Gramin Bank in Gujrat, Rajasthan Marudhara Gramin Bank in Rajasthan, Langpi Dehangi Rural Bank in Assam, etc.

Cooperative banks are community-driven institutions catering to specific groups or regions. They can be further classified into:

- **Urban Cooperative Banks:** These banks serve the needs of urban communities, often focusing on specific professions or sectors.
- **Rural Cooperative Banks:** These institutions play a vital role in providing basic banking services and credit facilities in rural areas.

Other types of banks in India include:

- **Local Area Banks (LABs)** are small private banks that provide financial services in rural and semi-urban areas. The Government of India established LABs to help local institutions pool rural savings and make them available for investment. One of the prominent examples of LAB is Coastal Local Area Bank Ltd., the largest LAB in India, which operates in five districts of Andhra Pradesh.
- **Small Finance Banks (SFBs)** focus on providing basic financial services like micro-loans and savings accounts to individuals and businesses that traditional banks might not reach. Examples include Ujjivan Small Finance Bank, Jana Small Finance Bank, AU Small Finance Bank, Utkarsh Small Finance Bank, etc.
- **Payments Banks** focus on providing basic financial services like money transfers, mobile payments, and bill payments but cannot offer loans or credit cards. Examples include Indian Post Payment Bank, Airtel Payment Bank, Fino Payment Bank, Paytm Payment Bank, and Jio Payment Bank.
- **Development banks** are specialized institutions established to promote specific sectors or industries. A prominent example is the Industrial Development Bank of India (IDBI), which is crucial in financing infrastructure development and industrial projects.

Other Financial Institutions

- **Non-Banking Financial Companies (NBFCs)** are alternative financial service providers, filling crucial gaps left by traditional banks. They are not banks but offer similar services like loans, credit cards, and investment products. Examples include Tata Capital, Aditya Birla Financial Services, Fullerton India, and IIFL.
- **Microfinance Institutions (MFIs)** provide small loans and financial services to individuals and businesses that traditional banks wouldn't touch. Examples include Bandhan Financial Services Limited, Asirvad Microfinance Limited, Fusion Microfinance Pvt Ltd., and Cashpor Micro Credit.

1.2.2 History of Banking and Financial Sector in India

The story begins in ancient times, when informal moneylending paved the way for the "chukar" system, with community leaders offering credit and financial services. The arrival of colonial powers like the East India Company in the 17th century ushered in Western banking practices, establishing the first Presidency Banks in Calcutta, Bombay, and Madras. These institutions primarily served the colonial government and trade, leaving the broader population's needs largely unmet.

The winds of independence in 1947 brought a shift in focus. The nationalization of major banks in the 1950s and 1960s aimed to channel resources towards national development and prioritize lending to agriculture and small businesses. Public sector banks became the backbone of the system, with a strong emphasis on social welfare and financial inclusion.

However, like a ship in calm waters, the system began to show signs of stagnation. Rigidities and bureaucratic processes hampered growth. By the 80s, the winds of change were gathering force. Global financial landscapes were evolving rapidly, and India couldn't afford to be left behind.

The 90s saw a dramatic shift. Liberalization became the mantra, opening doors for private banks, foreign investments, and a flood of new financial instruments. Once a niche corner, mutual funds blossomed into mainstream players, offering retail investors access to diverse investment avenues. Technology became the silent revolution, with digital banking and mobile money bridging the distance between institutions and individuals.

Today, India's financial landscape is a kaleidoscope of colours. Public sector banks stand tall, serving millions across the country. Private Banks bring innovation and dynamism. Foreign institutions add global expertise and best practices. NBFCs cater to specific needs, while microfinance institutions empower the underserved. Fintech start-ups inject technological disruption, continuously rewriting the rules of the game.

India's banking and financial sector, the lifeblood of the economy, is constantly evolving. The government has been actively implementing various initiatives to keep pace with changing needs and ensure sustained growth.

1. **Recapitalization of Public Sector Banks (PSBs):** Recognizing the importance of PSBs in serving a large segment of the population, the government launched a massive recapitalization plan in 2017. This involved injecting over Rs. 2.1 lakh crore into PSBs, aimed at improving their capital adequacy, enhancing lending capacity, and boosting investor confidence.
2. **National Asset Reconstruction Company Ltd. (NARCL):** To address the issue of bad loans plaguing PSBs, the government established NARCL in 2021. This "bad bank" aims to acquire stressed assets from PSBs, freeing up their capital for productive lending and improving their financial health.
3. **Fintech Promotion and Hubs:** Recognizing the potential of fintech to revolutionize the financial landscape, the government has taken several steps to nurture its growth. This includes setting up fintech hubs across the country, creating a regulatory sandbox for testing innovative products, and launching the "Jan Dhan-Aadhaar-Mobile (JAM)" trinity for seamless financial inclusion.

4. **Open Banking Framework:** To promote transparency and competition, the government introduced the Open Banking Framework in 2019. This framework allows customers to securely share their financial data with authorized third-party applications, enabling personalized financial services and innovative products.
5. **Digital Payments Push:** Recognizing the convenience and efficiency of digital payments, the government has launched various initiatives to promote their adoption. This includes UPI (Unified Payments Interface), BHIM (Bharat Interface for Money), and e-RUPI, which are aimed at facilitating cashless transactions across the country.
6. **Financial Inclusion:** Ensuring access to financial services for all remains a core focus. The Pradhan Mantri Jan Dhan Yojana has successfully brought millions into the banking fold, while initiatives like microfinance and mobile banking further bridge the financial gap.
7. **Insolvency and Bankruptcy Code (IBC):** The IBC, introduced in 2016, provides a time-bound and efficient mechanism for resolving bad loans. This has improved the debt resolution process and strengthened investor confidence in the Indian financial system.

1.2.3 Emerging trends in the banking and finance sector

Insurance:

- **Microinsurance:** Targeting financially excluded populations with affordable insurance for life, health, and crops, promoting financial security.
- **Insurtech:** Leveraging technology to offer personalized policies, digital claims processing, and chatbots for customer service, enhancing accessibility and convenience.

Fund Houses:

- **Passive Investments:** The rising popularity of Index Funds and ETFs offering low-cost diversification and risk management, attracting new investors.
- **Thematic Funds:** Focus on specific themes like ESG, technology, or infrastructure, catering to investors with sustainable or sector-specific interests.

Data and Analytics:

- **Big Data:** Utilizing vast amounts of customer data to personalize financial products, assess creditworthiness, and predict market trends for informed investment decisions.
- **AI and Machine Learning:** Automating tasks like fraud detection, KYC verification, and chatbot interactions, improving efficiency and customer experience.
- **Robo-advisors:** AI-powered platforms offering automated investment advice and portfolio management, democratizing access to financial expertise.

Enhanced Security and Fraud Mitigation:

- **Blockchain Technology:** Securely store and verify data through a distributed ledger, increasing transparency and reducing fraud in transactions.
- **Biometric Authentication:** Utilizing fingerprints, iris scans, and voice recognition for secure access and transactions, reducing password vulnerabilities.
- **Open Banking:** Sharing customer data securely with authorized third-party applications for personalized financial solutions and seamless integrations.

Digital Payments:

- **UPI (Unified Payments Interface):** Revolutionizing cashless transactions through instant mobile money transfers, driving financial inclusion and convenience.
- **QR Code payments:** Simplifying merchant payments and eliminating physical cash dependence, making transactions fast and seamless.

Cloud-based Architectures and Mobile Apps (Fintechs):

- **Cloud Computing:** Leveraging cloud infrastructure for data storage, security, and scalable IT services, reducing costs and enhancing flexibility.
- **Fintech Startups:** Disrupting traditional banking models with innovative mobile apps for investments, microloans, and wealth management, catering to diverse financial needs.

1.2.4 Challenges in the Indian Banking and Finance Sector

The Indian banking and finance sector, despite its impressive strides, faces a dynamic range of challenges.

One of the biggest hurdles plaguing banks is the burden of "bad debts" or Non-Performing Assets (NPAs). These unpaid loans act like anchors, weighing down their ability to lend and grow. To break free, stricter loan recovery mechanisms, improved risk assessment through data analytics, and a streamlined bankruptcy resolution process are essential.

Meanwhile, a digital storm is reshaping the banking landscape in India. Cutting-edge technologies like AI, blockchain, and cloud computing offer immense potential for personalized services, faster transactions, and cost-efficiency. However, integrating these advancements while ensuring robust cybersecurity and attracting tech-savvy talent poses significant challenges for traditional institutions.

The rising wave of fintech start-ups and new-age banks adds to the competitive storm. Like nimble surfers, they ride the digital wave with personalized services, lower fees, and faster transactions. Established banks must adapt and innovate, collaborate with these agile players, and focus on niche segments where they can excel.

Beyond the internal battles, bridging the financial inclusion gap remains a crucial yet demanding task. Millions, particularly in rural areas, stand on the shore, yearning for access to essential financial services. Mobile technology adoption, tailored solutions, and collaborative efforts between government and financial institutions are the lifeboats needed to bring them on board.

1.2.5 Basic Terminologies in Banking Systems

Terminologies	Explanation
Account	A record of your financial transactions with a bank, such as a savings account, checking account, or credit card account.
Balance	The amount of money remaining in your account after all debits and credits have been posted.
Beneficiary	The person or organization that receives money in a transaction
Cheque	A written order to a bank to pay a specific amount of money to a named person or company.

Terminologies	Explanation
Credit	The ability to borrow money from a bank or other financial institution.
Debit	The removal of money from your account, such as when you make a purchase with a debit card or write a cheque.
Fixed Deposit (FD)	A deposit that earns a fixed interest rate for a specific period.
Interest	The fee charged for borrowing money or the money earned for lending money.
Loan	A sum of money that you borrow from a bank or other financial institution and repay over time with interest.
Net Banking	Online banking allows you to access your bank account and manage your finances online.
PIN	Personal Identification Number, a secret code that you use to access your bank account or ATM.
RTGS	Real-time Gross Settlement is a system for immediately transferring large amounts of money between banks.
NEFT	National Electronic Funds Transfer is a system for transferring money between banks electronically.
IFSC Code	Indian Financial System Code is a unique code that identifies each bank branch in India.
Investment	Money that is put into something with the expectation of making a profit.
KYC	Know Your Customer is a process that banks use to verify the identity of their customers.
MICR Code	Magnetic Ink Character Recognition Code is a code printed on cheques that allows them to be processed electronically.
Mutual Fund	A pool of money collected from many investors and invested in a diversified portfolio of securities, such as stocks, bonds, and real estate.
NAV	Net Asset Value is the price per unit of a mutual fund scheme.
NEFT	National Electronic Funds Transfer is a system that allows for the electronic transfer of funds between bank accounts.
Net Banking	Online banking allows customers to access their bank accounts and perform banking transactions online.
NPAs	Non-Performing Assets are loans that the borrower is not repaying.
SIP	A systematic Investment Plan allows you to invest a fixed amount of money in a mutual fund scheme at regular intervals.
Lump Sum Investment	A one-time investment in a mutual fund scheme.
Entry Load	A fee is charged when you invest in a mutual fund scheme.
Exit Load	A fee is charged when you sell your units in a mutual fund scheme
Open-ended Fund	A mutual fund scheme that allows you to buy and sell units at any time.

Terminologies	Explanation
Closed-ended Fund	A mutual fund scheme with a fixed number of units only allows you to buy and sell units on the stock exchange.
Debt Fund	A mutual fund scheme that invests primarily in bonds and other fixed-income securities.
Equity Fund	A mutual fund scheme that invests primarily in stocks.
UPI	Unified Payments Interface is a system that allows instant real-time money transfer between bank accounts on mobile phones.
Withdrawal	They are taking money out of an account.

Table. 1.1.1: Common Terminologies in the Banking and Finance Sector

1.2.6 The roles and objectives of BFSI

The BFSI Sector Skill Council (SSC) stands as a beacon in India's financial landscape, dedicated to bridging the skill gap and fostering excellence within the Banking, Financial Services, and Insurance (BFSI) sector. Incorporated on September 16, 2011, this not-for-profit company collaborates with leading organizations to develop competency standards, training programs, and assessment methodologies, ensuring a steady stream of skilled professionals to fuel the sector's growth.



Fig. 1.1.2: Logo BFSI SSC

The BFSI Sector Skill Council of India is set up to bring leading organizations of the BFSI industry together to create strategies and operational plans that will create standardized skill requirements for the various job roles in the industry.

The skill council will also accredit well-equipped service providers who will partner to disseminate the training. Its stakeholders and partners see the skill council as a nation-building activity with far-reaching implications for social development and empowerment through financial inclusion. Great care is being taken to address the needs of the various industry verticals as well as the geographical regions of the country appropriately.

Vision

BFSI SSC strives to complement the existing vocational education system in meeting the entire value chain's requirements of appropriately trained manpower in quantity and quality across all levels on a sustained and evolving basis.

Mission

- Upgrade skills to international standards through significant industry involvement.
- Be a conduit of change through thought leadership, research, market intelligence and membership engagement.

Key Objectives

The primary means by which the skill council will achieve this objective is by creating a system to engage in the following:

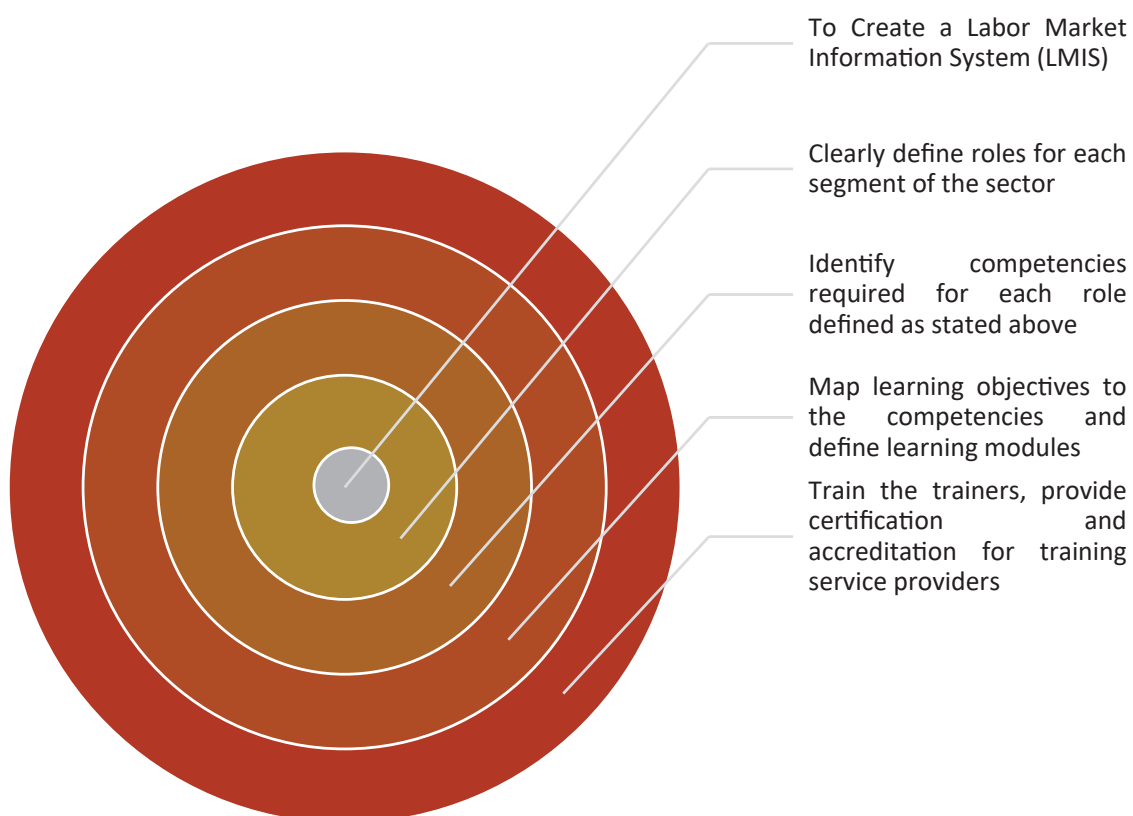


Fig. 1.1.2: Key Objectives of BFSI SSC

1.2.7 Types of Accounts and their Features

Accounts:

In banking, accounts serve as fundamental tools for managing finances. A savings account allows individuals to deposit their money while earning interest on the balance. It's an ideal choice for those aiming to save money while having limited access to withdrawals. In contrast, a current account, also known as a checking account, caters to frequent transactions. It offers unlimited transactions and often comes with an overdraft facility, making it suitable for businesses and individuals with high transaction volumes.

For those looking to invest their money, options like fixed deposits (FDs) and recurring deposits (RDs) are available. FDs offer higher interest rates compared to savings accounts, with a fixed tenure and a penalty for early withdrawal. RDs, on the other hand, encourage regular saving habits by allowing individuals to deposit fixed amounts monthly for a specified period.

Transactions:

Banking transactions involve actions like depositing, withdrawing, and transferring money. A deposit entails adding money to a bank account, which increases the account balance. Conversely, a withdrawal involves taking money out of a bank account, leading to a decrease in the balance. Both can be done through various channels, including ATMs, checks, or electronic transfers.

A transfer involves moving money from one bank account to another, either within the same bank or to a different one. It can be conducted electronically through methods like EFT, wire transfers, or online banking. Depending on the type and destination of the transfer, fees may apply.

Banking Instruments:

Banking instruments facilitate financial transactions and include items like checks, debit cards, credit cards, and overdraft facilities. A cheque is a written order directing a bank to pay a specified amount from the drawer's account to the payee. Meanwhile, debit cards allow holders to spend money by drawing on funds they have in their account, offering convenience for both in-store and online purchases.

Credit cards, on the other hand, provide a line of credit, allowing holders to borrow funds up to a pre-approved limit for purchases or cash withdrawals. They often come with rewards and benefits but require repayment with interest if not paid in full by the due date. Additionally, an overdraft facility permits account holders to withdraw more money than they have in their account, subject to interest charges on the overdrawn amount.

Digital Banking:

With the advent of technology, digital banking services like net banking and mobile banking have become prevalent. Net banking allows customers to conduct financial transactions over the internet, providing access to functions like checking account balances, transferring money, and paying bills. Similarly, mobile banking offers similar services but through dedicated mobile apps, enabling convenience and flexibility for managing finances on the go.

Loans and Advances:

Banks offer various types of loans and advances to meet the financial needs of individuals and businesses. A personal loan is an unsecured loan granted for personal use, typically requiring no collateral but carrying higher interest rates than secured loans. In contrast, a home loan (mortgage) is a secured loan used to purchase a property, with the property serving as collateral and offering lower interest rates.

Similarly, an auto loan is a secured loan used to finance vehicle purchases, while a mortgage is a long-term loan secured by real estate property. Both loans offer fixed repayment terms and interest rates, making them suitable for specific purposes.

Interest and Charges:

Interest rates play a crucial role in banking, determining the cost of borrowing and the return on savings. The annual percentage rate (APR) provides a comprehensive measure of the cost of borrowing, including fees and additional costs. Additionally, banks may levy service charges for maintaining accounts or conducting transactions, which can vary based on account types and activities.

Security and Regulation:

To ensure security and compliance, banks implement measures like Know Your Customer (KYC) and Anti-Money Laundering (AML) procedures. KYC involves verifying the identity of clients to prevent fraud and money laundering, while AML laws and regulations aim to combat illegal financial activities. Collateral serves as security for loans, reducing the lender's risk, while credit scores assess an individual's creditworthiness based on various factors.

1.2.8 Transactions Commonly used in Banking Services

- **Deposit:** The action of placing money into a bank account. Deposits can be made in various forms, such as cash, checks, or electronic transfers.
- **Withdrawal:** The action of taking money out of a bank account. Withdrawals can be made through various channels, including ATMs, bank branches, online banking, or checks.
- **Transfer:** The movement of funds from one account to another. Transfers can be between accounts within the same bank or between different banks, and they can be initiated through online banking, mobile apps, or in-person at a bank branch.
- **Standing Order:** An instruction given by an account holder to their bank to make regular payments of a fixed amount to another account. Standing orders are typically used for recurring payments such as rent, loan installments, or subscription fees.
- **Direct Debit:** An authorization given by an account holder to a company or service provider to collect payments directly from their bank account. Direct debits are commonly used for recurring bills such as utilities, insurance premiums, or memberships.
- **Electronic Funds Transfer (EFT):** The electronic exchange of money between accounts, either within the same financial institution or across different institutions. EFTs can include various types of transactions, such as direct deposits, wire transfers, and online bill payments.
- **Check:** A written order directing a bank to pay a specified amount of money from the drawer's account to the payee. Checks are commonly used for making payments and can be deposited into the payee's bank account or cashed at a bank.
- **Clearing:** The process by which banks settle transactions and transfer funds between accounts. Clearing involves verifying the authenticity of checks, debiting the payer's account, and crediting the payee's account.
- **Reconciliation:** The process of comparing and matching financial records to ensure that transactions are accurately recorded and accounted for. Reconciliation is important for detecting errors, discrepancies, or fraudulent activity in banking transactions.
- **Overdraft:** A financial arrangement that allows an account holder to withdraw more money than is available in their account, up to a specified limit. Overdrafts may incur fees or interest charges and are often used to cover short-term cash shortages.

1.2.9 Digital Banking

Digital banking has revolutionized the way individuals and businesses interact with financial institutions, offering convenience, accessibility, and efficiency. One fundamental aspect of digital banking is **online banking**, which allows customers to access their accounts, conduct transactions, and manage finances through a bank's website or mobile application. Through online banking, users can check their account balances, view transaction history, transfer funds between accounts, pay bills, and set up alerts for account activities.

Another essential component of digital banking is **mobile banking**, which enables customers to perform banking activities on their smartphones or tablets. Mobile banking apps provide similar functionalities to online banking but offer the added convenience of accessing accounts on the go. With mobile banking, users can deposit checks remotely using their device's camera, locate ATMs and branches, receive real-time notifications about account activities, and even initiate person-to-person payments through services like peer-to-peer (P2P) transfers.

Electronic Funds Transfer (EFT) is another key concept in digital banking, facilitating the transfer of money between accounts electronically. EFT encompasses various methods of transferring funds, including bank-to-bank transfers, wire transfers, automated clearinghouse (ACH) transactions, and digital wallets. These electronic transfer mechanisms eliminate the need for physical checks or cash, enabling faster and more efficient transactions. Additionally, EFT transactions are often more secure, as they utilize encryption and authentication protocols to safeguard sensitive financial information.

Digital banking also encompasses **online bill payment**, allowing customers to pay bills electronically through their bank's website or mobile app. Instead of writing and mailing paper checks or visiting physical locations to make payments, users can conveniently schedule one-time or recurring payments for bills such as utilities, mortgages, credit cards, and loans. Online bill payment not only saves time and resources but also helps users stay organized by maintaining a record of payment history and due dates.

Furthermore, digital banking introduces the concept of **digital wallets**, which store users' payment card information securely on their mobile devices. Digital wallets enable contactless payments through Near Field Communication (NFC) technology, allowing users to make purchases by simply tapping their device at a compatible point-of-sale terminal. Popular digital wallet services include Apple Pay, Google Pay, and Samsung Pay, which offer added convenience and security by tokenizing card information and encrypting transactions.

1.2.10 Loans and Advances

In the realm of banking services, one of the most fundamental areas is loans and advances. These financial products facilitate individuals and businesses in achieving various goals, from purchasing a home to expanding operations. Understanding the basic terminologies associated with loans and advances is essential for borrowers to make informed decisions and for banks to effectively communicate their offerings.

At the core of loans and advances is the concept of interest rates. The interest rate is the percentage charged by the lender for borrowing money, representing the cost of borrowing. It's typically expressed as an annual percentage rate (APR) and varies based on factors such as the borrower's creditworthiness, the type of loan, and prevailing market conditions. Lower interest rates translate to lower borrowing costs, making loans more affordable for borrowers.

Different types of loans cater to diverse needs and circumstances. One common type is a personal loan, which is typically unsecured and granted based on the borrower's creditworthiness. Personal loans are versatile and can be used for various purposes, such as debt consolidation, home improvements, or unexpected expenses. On the other hand, secured loans, such as home loans and auto loans, require

collateral to secure the loan amount. Collateral provides lenders with assurance in case the borrower defaults on the loan, reducing the risk and often resulting in lower interest rates for borrowers.

Mortgages represent a significant subset of loans, particularly in the realm of real estate. A mortgage is a loan secured by the property being purchased, wherein the property itself serves as collateral. Homebuyers repay the loan amount along with interest over a predetermined period, usually spanning several years. The terms of a mortgage, including the interest rate, loan duration, and repayment schedule, significantly impact the total cost of homeownership. Understanding these terms is crucial for prospective homeowners to assess affordability and choose the most suitable mortgage option.

Additionally, banks may offer specialized loans tailored to specific purposes, such as education loans for funding academic pursuits, business loans for entrepreneurs seeking capital, or agricultural loans for farmers and rural communities. Each type of loan comes with its unique terms and conditions, including eligibility criteria, repayment terms, and documentation requirements. By familiarizing themselves with these terminologies, borrowers can navigate the loan application process more confidently and make sound financial decisions aligned with their needs and goals.

1.2.11 Security and Regulation

In the realm of Security and Regulation in banking, understanding the basic terminologies is essential for financial institutions and customers.

One critical aspect is **Know Your Customer (KYC)**, which refers to the process banks undertake to verify the identity of their clients. This process is crucial for preventing fraudulent activities like money laundering and terrorist financing. Customers are required to provide valid identification documents such as passports or driver's licenses, proof of address, and other relevant information to establish their identity. Banks then use this information to assess the risk associated with each customer and ensure compliance with regulatory requirements.

Another important term is **Anti-Money Laundering (AML)**, which encompasses laws, regulations, and procedures aimed at detecting and preventing the illegal movement of money through financial systems. Financial institutions are required to implement robust AML measures to identify suspicious transactions and report them to the authorities. This involves monitoring customer transactions, conducting due diligence on high-risk clients, and implementing internal controls to mitigate the risk of money laundering activities.

In the context of Loans and Advances, one key term is **Collateral**. Collateral is an asset that a borrower pledges to a lender as security for a loan. It provides the lender with a source of repayment if the borrower fails to fulfill their repayment obligations. Common types of collateral include real estate properties, vehicles, and financial assets like stocks or bonds. The value of the collateral is assessed by the lender to determine the amount of the loan and the terms of repayment. Collateral helps mitigate the lender's risk and provides assurance that the loan will be repaid.

Additionally, **Credit Score** is a fundamental term in the realm of Loans and Advances. A credit score is a numerical expression based on an individual's credit history and indicates their creditworthiness. It is used by lenders to evaluate the risk of extending credit to a borrower. Factors such as payment history, outstanding debt, length of credit history, types of credit used, and new credit applications contribute to determining a person's credit score. A higher credit score indicates lower credit risk, making it easier for individuals to qualify for loans with favorable terms and interest rates.

Understanding these basic terminologies in Security and Regulation, particularly in the context of Loans and Advances, is crucial for ensuring compliance with regulatory requirements, mitigating risk, and making informed financial decisions. Banks and financial institutions play a vital role in upholding these standards to maintain the integrity and stability of the financial system. Similarly, customers need to be aware of these terms to navigate the borrowing process responsibly and protect themselves from potential risks and pitfalls.

1.2.12 Categories of leads

In the banking sector, leads refer to potential customers or prospects who have expressed interest in a bank's products or services. These leads are typically categorized based on various criteria to prioritize and tailor marketing and sales efforts effectively. Here are the common categories of leads in the banking sector:

- **Hot Leads:**

Hot leads are prospects who have demonstrated a high level of interest and are actively seeking information about the bank's products or services. They may have initiated contact with the bank, submitted inquiries, or engaged with marketing materials. These leads are often considered top priorities for sales teams as they are more likely to convert into customers quickly.

- **Warm Leads:**

Warm leads are prospects who have shown some interest in the bank's offerings but may not be as actively engaged as hot leads. They might have visited the bank's website, downloaded informational materials, or attended events. While not as immediately ready to convert as hot leads, warm leads still have potential and may require further nurturing to move them closer to making a purchase decision.

- **Cold Leads:**

Cold leads are prospects who have shown minimal or no interest in the bank's products or services. They may have been acquired through purchased lists, general marketing campaigns, or other means without any specific indication of interest. Cold leads typically require significant effort and time to convert, as they may need more education and persuasion to engage with the bank.

- **Qualified Leads:**

Qualified leads are prospects who meet specific criteria set by the bank, indicating that they are more likely to become customers. These criteria could include factors such as demographics, financial status, or specific needs aligned with the bank's offerings. Qualified leads have been vetted to some extent, either through initial inquiries or through data analysis, to ensure they are a good fit for the bank's products or services.

- **Unqualified Leads:**

Unqualified leads are prospects who do not meet the criteria established by the bank for qualified leads. They may not have the necessary financial means, may not fit the target demographic, or may have expressed disinterest in the bank's offerings. Unqualified leads are typically deprioritized or filtered out from further marketing and sales efforts to focus resources on more promising prospects.

- **Referral Leads:**

Referral leads are prospects who have been referred to the bank by existing customers, partners, or other stakeholders. These leads often come with a higher level of trust and credibility, as they have been recommended by someone the prospect knows or trusts. Referral leads can be highly valuable for banks as they tend to have higher conversion rates and lower acquisition costs.

1.2.13 Process to generate sales leads effectively

Generating sales leads effectively is a critical process for any business, including banks, as it directly impacts revenue growth and customer acquisition. Here's a detailed explanation of how to generate sales leads effectively:

Understanding the Target Audience

The first step in generating sales leads is to clearly understand the target audience. This involves identifying the characteristics of potential customers, including demographics, interests, behaviors, and financial needs. Banks can gather this information through market research, customer surveys, and analyzing existing customer data. By understanding the target audience, banks can tailor their marketing strategies to attract the right prospects, making lead generation more efficient and effective.

Creating Compelling Content

Content marketing plays a vital role in lead generation. Banks should create compelling and informative content that addresses the needs and concerns of their target audience. This can include blog posts, eBooks, webinars, videos, and infographics that provide valuable insights into financial products and services. High-quality content helps establish the bank as a trusted authority and attracts potential leads who are seeking information. Additionally, using calls-to-action (CTAs) within the content can encourage visitors to take the next step, such as signing up for a newsletter or downloading a resource, thus generating leads.

Utilizing Social Media Platforms

Social media platforms offer powerful tools for generating leads. Banks can leverage platforms like Facebook, LinkedIn, Twitter, and Instagram to reach a broader audience and engage with potential customers. By sharing relevant content, running targeted ad campaigns, and participating in conversations, banks can attract prospects who are interested in their offerings. Social media also provides opportunities for direct interaction with potential leads through comments, messages, and live sessions, helping to build relationships and trust.

Implementing SEO Strategies

Search Engine Optimization (SEO) is essential for driving organic traffic to a bank's website. By optimizing website content for relevant keywords and ensuring a user-friendly experience, banks can improve their search engine rankings and attract visitors who are actively searching for financial products and services. Effective SEO strategies include keyword research, on-page optimization, creating high-quality content, and building backlinks. Higher search engine visibility increases the chances of attracting qualified leads to the website.

Offering Lead Magnets

Lead magnets are incentives offered to potential customers in exchange for their contact information. Banks can create lead magnets such as free financial consultations, downloadable guides, calculators, and exclusive webinars. These valuable offers entice prospects to provide their email addresses or phone numbers, converting them into leads. It's important to ensure that the lead magnets are highly relevant and provide genuine value to the target audience to maximize their effectiveness.

Leveraging Email Marketing

Email marketing is a powerful tool for nurturing leads and converting them into customers. Banks can use email campaigns to provide prospects with relevant information, updates, and personalized offers. By segmenting the email list based on customer interests and behaviors, banks can deliver targeted content that resonates with each segment. Automated email sequences, such as welcome emails, follow-ups, and promotional messages, help keep leads engaged and move them through the sales funnel.

Hosting Events and Webinars

Hosting events and webinars is an excellent way to generate leads and showcase expertise. Banks can organize in-person events, online webinars, and workshops that address specific financial topics or introduce new products. These events provide opportunities for direct interaction with potential customers, allowing banks to answer questions, address concerns, and build relationships. Attendees who register for these events become valuable leads that can be followed up with personalized communications.

Tracking and Analyzing Results

Effective lead generation requires continuous tracking and analysis of results. Banks should use tools like Google Analytics, CRM systems, and marketing automation platforms to monitor the performance of their lead generation efforts. Key metrics to track include website traffic, conversion rates, click-through rates, and lead quality. Analyzing these metrics helps identify what's working and what needs improvement, enabling banks to refine their strategies and optimize lead generation efforts over time.

1.2.14 Cold calling and their preferences

Cold calling is a direct marketing technique used to reach potential customers who have not previously expressed interest in a bank's products or services. While often challenging, it can be an effective way to generate leads if done correctly. Here's an explanation of potential customers reached through cold calling and their preferences:

Identifying Potential Customers

Potential customers for cold calling can come from various sources, including purchased contact lists, public records, or referrals. These prospects are typically categorized into different segments based on certain criteria such as demographics, geographical location, occupation, income levels, and other relevant factors. The key is to target individuals or businesses that fit the bank's ideal customer profile and are likely to benefit from its products and services.

Understanding Customer Preferences

1. Personalized Communication:

- Potential customers prefer calls that are personalized and relevant to their needs. Generic pitches are often ignored, but personalized communication can grab their attention. Cold callers should use the customer's name, reference any known details, and tailor their message to address specific financial needs or challenges the prospect might face.

2. Clear and Concise Messaging:

- People value their time, so it's essential to keep the conversation clear and concise. Cold callers should quickly introduce themselves, explain the purpose of the call, and highlight the main benefits of the bank's offerings. Avoiding jargon and focusing on how the product or service can solve a problem or add value is crucial.

3. Professionalism and Courtesy:

- A professional and courteous approach goes a long way. Potential customers appreciate when cold callers respect their time, listen actively, and respond thoughtfully. Even if the call doesn't result in an immediate sale, leaving a positive impression can open the door for future interactions.

4. Interest in Financial Products and Services:

- Different customers have varied preferences based on their financial goals and situations. For example, young professionals might be interested in savings accounts, investment opportunities, or mortgage loans, while small business owners might prioritize business loans, merchant services, or cash management solutions. Cold callers should identify and highlight the most relevant products or services during the conversation.

Techniques for Effective Cold Calling**1. Research and Preparation:**

- Before making the call, cold callers should research the prospect as much as possible. Understanding the prospect's industry, recent activities, and potential financial needs can help tailor the pitch effectively.

2. Building Rapport:

- Establishing rapport early in the conversation can increase the chance of engagement. Asking open-ended questions and showing genuine interest in the prospect's responses can create a more natural and productive dialogue.

3. Handling Objections:

- Potential customers often have objections or concerns. Cold callers should be prepared to address common objections calmly and confidently. Providing clear, concise answers and reassurance can help overcome resistance and move the conversation forward.

4. Follow-Up:

- Not every cold call results in an immediate sale, so follow-up is crucial. Sending a thank-you email, additional information, or scheduling a follow-up call can keep the prospect engaged. Consistent follow-up demonstrates persistence and commitment, which can eventually lead to a sale.

Preferences of Potential Customers**1. Convenience:**

- Potential customers appreciate convenience and may prefer setting appointments for calls at a more suitable time. Cold callers should be flexible and willing to accommodate the prospect's schedule.

2. Information Transparency:

- Transparency is important. Prospects prefer clear information about the bank's products, including any fees, terms, and conditions. Being upfront about these details can build trust and credibility.

3. Demonstrated Value:

- Potential customers want to understand the tangible benefits of the bank's products or services. Demonstrating how these offerings can improve their financial situation, save money, or provide better financial management is essential.

4. Respect for Privacy:

- Respecting privacy is critical. Cold callers should ensure they comply with relevant regulations and respect any requests to not be contacted again. This consideration helps maintain the bank's reputation and customer trust.

1.2.15 Suitable product/service for customers

In the banking sector, matching customers with the most suitable products or services is crucial for both customer satisfaction and the bank's success. Different customer segments have unique financial needs and preferences, and banks must tailor their offerings accordingly to meet these diverse requirements.

Young Professionals

Young professionals typically need products and services that help them grow their savings, build credit, and manage their finances conveniently. High-yield savings accounts are ideal for this segment, offering competitive interest rates to help them accumulate savings faster. Entry-level credit cards with rewards programs can assist young professionals in building their credit history while enjoying benefits such as cashback or travel points. Additionally, comprehensive mobile banking apps provide the convenience of managing accounts and transactions on the go, fitting seamlessly into their busy lifestyles.

Families

Families often prioritize financial security, education savings, and homeownership. Joint savings and checking accounts allow for efficient management of household finances, making it easier for families to budget and save together. Competitive mortgage rates and flexible home loan options are essential for families looking to buy a home. Education savings plans, such as 529 accounts, offer tax advantages and help parents save for their children's education, ensuring a secure financial future for their loved ones.

Small Business Owners

Small business owners need products and services that support business funding, cash flow management, and payment processing. Small business loans, including SBA loans, provide the necessary capital for expansion and operational expenses. Business checking accounts tailored for small businesses offer features such as no minimum balance requirements and transaction fee waivers. Payment processing solutions, including point-of-sale systems and online payment gateways, enable small businesses to accept various payment methods, enhancing their revenue streams and customer satisfaction.

Retirees

Retirees focus on income stability, wealth preservation, and estate planning. Fixed-income investments, such as bonds or fixed annuities, provide a steady income stream, ensuring financial stability during retirement. Wealth management services offer personalized financial planning and advisory services to

help retirees manage and preserve their wealth effectively. Trusts and estate planning services ensure that their assets are distributed according to their wishes, providing peace of mind regarding their legacy.

High-Net-Worth Individuals

High-net-worth individuals seek advanced wealth management, investment diversification, and tax efficiency. Private banking services cater to this segment with exclusive banking offerings and personalized financial planning. Diversified investment portfolios managed by expert advisors help maximize returns while managing risk. Tax-advantaged accounts, such as IRAs and tax-efficient investment strategies, minimize tax liabilities and enhance overall financial health.

Students

Students require products and services that promote financial literacy, budget management, and affordable banking. Student checking accounts with no monthly fees and no minimum balance requirements are ideal for this segment. Competitive interest rates on student loans help students fund their education without excessive financial burden. Financial education programs, including workshops and resources, improve students' financial literacy and budgeting skills, setting a solid foundation for their future financial health.

Homebuyers

Homebuyers prioritize affordable financing, down payment assistance, and insurance. A variety of mortgage options, including fixed-rate, adjustable-rate, and FHA loans, provide suitable financing solutions. Down payment assistance programs, such as grants or low-interest loans, help prospective homeowners overcome financial barriers. Comprehensive home insurance policies protect their property, offering security and peace of mind.

Investors

Investors focus on investment growth, risk management, and portfolio diversification. Brokerage accounts provide platforms for buying and selling stocks, bonds, mutual funds, and other securities. Robo-advisors offer automated investment management services, providing cost-effective portfolio management. Access to professionally managed mutual funds and ETFs offers diversification and growth potential, catering to different risk appetites and investment goals.

1.2.16 Cross-selling and up-selling

Cross-selling and up-selling are essential strategies in banking that help increase revenue, deepen customer relationships, and improve customer satisfaction by offering relevant products and services. Here's an explanation of effective methods for cross-selling and up-selling in multiple paragraphs:

Understanding Cross-Selling and Up-Selling

Cross-selling involves offering customers additional products or services that complement the ones they currently have or are considering. For example, if a customer has a checking account, the bank might suggest adding a savings account, a credit card, or an investment product. Up-selling, on the

other hand, is the practice of encouraging customers to purchase a more premium version of the product or service they are interested in. For instance, a bank might recommend a higher-tier credit card with more benefits or an upgraded investment service with personalized financial advice.

Customer Segmentation and Personalization

One of the most effective methods for cross-selling and up-selling is customer segmentation. By analyzing customer data, banks can categorize customers based on their financial behavior, needs, and preferences. This segmentation allows banks to personalize their offers, making them more relevant and appealing. For example, a young professional might be offered a combination of a high-yield savings account and an entry-level credit card, while a retiree could be presented with wealth management services and estate planning options. Personalization increases the likelihood of customers accepting additional products and services.

Leveraging Data Analytics

Data analytics plays a crucial role in identifying opportunities for cross-selling and up-selling. Banks can use data mining techniques to analyze transaction histories, spending patterns, and life events to predict which products or services a customer might need next. For instance, if a customer frequently makes large purchases, they might benefit from a credit card with a higher limit and better rewards. Similarly, data indicating that a customer has recently taken out a mortgage could prompt the bank to offer home insurance or home improvement loans. Using data-driven insights ensures that the offers are timely and relevant.

Training and Empowering Staff

Frontline employees, such as tellers and customer service representatives, play a pivotal role in cross-selling and up-selling. Providing comprehensive training to staff on the bank's products and services, as well as effective sales techniques, can significantly enhance their ability to identify and act on cross-selling and up-selling opportunities. Empowering employees with the right tools, such as customer relationship management (CRM) systems that provide real-time customer information, enables them to make informed recommendations. Additionally, setting clear goals and offering incentives can motivate staff to actively engage in these practices.

Utilizing Digital Channels

Digital channels offer a powerful platform for cross-selling and up-selling. Banks can use their websites, mobile apps, and email marketing to present personalized offers to customers. For example, when a customer logs into their online banking account, they could be greeted with tailored suggestions based on their recent activity, such as a credit card offer if they have a consistent pattern of travel expenses. Similarly, personalized emails with targeted product recommendations can be sent to customers, enhancing engagement and conversion rates. The convenience and immediacy of digital channels make them ideal for delivering timely and relevant offers.

Building Trust and Value

For cross-selling and up-selling to be effective, customers must trust that the bank is acting in their best interest. This requires building a relationship based on transparency and value. Banks should ensure that any additional products or services offered genuinely meet the customer's needs and provide clear

explanations of the benefits. Providing exceptional customer service and consistently delivering on promises helps build this trust. When customers feel that the bank understands their needs and offers valuable solutions, they are more likely to accept cross-sell and up-sell offers.

Monitoring and Feedback

Finally, it's important for banks to monitor the outcomes of their cross-selling and up-selling efforts and seek customer feedback. By tracking the success rates of different strategies and understanding customer responses, banks can continuously refine their approach. Feedback mechanisms, such as surveys and direct customer communication, provide insights into how customers perceive the offers and what improvements can be made. This iterative process helps ensure that cross-selling and up-selling methods remain effective and customer-centric.

Summary

- The Skill India Mission aims to provide training and skill development to millions of youth across India to enhance employability and productivity. It focuses on industry-relevant skills, creating a workforce that meets current market demands.
- The banking industry includes retail banking, corporate banking, investment banking, and wealth management. Each sub-sector offers various services like savings accounts, loans, investments, and financial advice.
- A Sales Associate in the direct channel focuses on direct customer interactions to promote and sell products. Opportunities include roles in customer service, sales, and business development.
- Key banking terms include interest rate, credit score, mortgage, savings account, checking account, and loan.
- Leads can be categorized into hot, warm, and cold leads based on their likelihood to convert into sales.
- Effective lead generation methods include networking, referrals, social media marketing, email campaigns, and content marketing.
- Cold calling involves reaching out to potential customers to identify their needs and preferences. Effective methods include research, personalized pitches, and active listening.
- Matching products/services to customer needs involves understanding their requirements, financial situation, and preferences to provide tailored solutions.
- Financial products/services include specific features like interest rates, maturity periods, fees, and terms and conditions, tailored to meet various customer needs.
- Cross-selling involves offering complementary products, while up-selling encourages customers to purchase higher-end versions of a product.
- Effective cold calls and campaigns involve identifying target areas, creating compelling messages, and tracking responses to generate direct leads.
- Setting up client meetings requires effective communication, scheduling within specified TAT (Turnaround Time), and providing detailed product information.
- A sales presentation or proposal should include product/service specifications, benefits, pricing, and how it meets customer needs.
- Informing customers involves clear communication of product features, benefits, and how they address customer needs through various channels.
- Keeping detailed records of leads, interactions, transactions, and customer feedback is crucial for tracking progress and improving sales strategies.
- Effective follow-up involves timely communication, addressing queries, providing additional information, and guiding customers through the purchase process.

Exercise

Multiple Choice Questions

1. The full form of LMIS is;

a. Labor Manual Information System	b. Labor Market Integration System
c. Labor Market Information System	d. Local Market Information System

2. ____ % of India's population falls in the working age group of the range of 25-59 years;

a. 20	b. 30
c. 50	d. 62

3. Non-Performing Assets are loans that the borrower is not repaying referred to as?

a. Joint Account	b. Linked Account
c. NPAs	d. None of the above

4. A one-time investment in a mutual fund scheme is referred to as?

a. SIP	b. NPAs
c. Lump sum Investment	d. None of the above

5. A mutual fund scheme with a fixed number of units only allows you to buy and sell units on the stock exchange is referred to as

a. Credit Due Diligence	b. Credit due Deterrence
c. Closed-ended Fund	d. Open-Ended Fund

Descriptive Questions

1. Describe the objectives of the Skill-India Mission.
2. Describe the objectives of the BFSI.
3. Describe the emerging trends in the Indian Banking Sector.
4. Elaborate on the different kinds of initiatives under the Skill-India Mission.
5. Describe the evolutionary history of the Indian Banking System.

Notes

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

Scan the QR codes or click on the link to watch the related videos



<https://www.youtube.com/watch?v=57d4FLZ9p7Y>

Skill Development India _ Skill India Mission



<https://www.youtube.com/watch?v=NDQxiSy3-SA>

Important Government Schemes PDFs | RBI,
NABARD, SEBI Preparation



https://www.youtube.com/watch?v=QtQic_fegOs

Banking System - Simplified



<https://www.youtube.com/watch?v=ugmgqkFOgKQ>

India's Evolving Financial Trends





2. Pre-Sales Activities

Unit 2.1 - A Comprehensive Approach



Key Learning Outcomes

By the end of this module, the participants will be able to:

1. Discuss customer service techniques
2. List the documents required for the sale of financial products/services
3. Explain the importance of confirming the suitability of the product/service with the customer
4. State the significance of confirming the availability of all the required documents with the customer
5. Explain the importance of ensuring all potential customers sign up for the agreement and provide all required documents
6. Explain the methods of taking feedback from the customers and work upon them
7. State the significance of achieving high level of customer service and satisfaction at all times
8. Role play on how to inform customers of contracts or other information pertaining to offered product/ services
9. Dramatize how to apprise the customer about specific features and details of the product/ services chosen by them
10. Role play on how to resolve the customer queries about the chosen product, services, terms & conditions, and other legalities
11. Perform appropriate steps to collect the required information/documents as per standard procedures
12. Role play on how to introduce promotions and new services/products to customer
13. Apply proper methods to document sales by updating customer records

UNIT 2.1: A Comprehensive Approach

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explore Effective Customer Service Techniques.
2. Compile Essential Documents for Financial Product/Service Sales.
3. Validate Product/Service Suitability with Customers.
4. Outline Document Availability with Customers.
5. Elaborate Completion of Agreements and Required Documentation.
6. Outline the process to Implement Customer Feedback Strategies for Continuous Improvement.
7. Explain the process to Achieve High Levels of Customer Satisfaction Consistently.
8. Outline the ways to Inform Customers about Contracts and Product/Service Information.
9. Discuss product/service features and details with customers.
10. Elaborate the ways to solve Customer Queries on Products, Services, Terms & Conditions.
11. Explain Standard Procedures to Collect Information/Documents.
12. Explain Promotions and New Products/Services Effectively.
13. Elaborate on Document Sales through Customer Record Updates.

2.1.1 Management of Effective Customer Service Protocols

Customer service protocols in banking systems are essential for ensuring positive customer experiences, building trust, and maintaining strong relationships. Managing sales protocols in banking systems involves establishing clear guidelines and procedures to ensure ethical, compliant, and effective sales practices across the organization, and involves the following steps;

- **Establish Ethical Standards:** Define ethical standards and guidelines for sales interactions, emphasizing honesty, integrity, and transparency in all customer dealings. Ensure that sales associates understand and adhere to ethical principles in their sales efforts.
- **Compliance with Regulations:** Stay abreast of regulatory requirements and ensure that sales protocols comply with relevant banking laws, industry regulations, and consumer protection regulations. Provide training to sales teams on compliance requirements and regularly review and update protocols to align with regulatory changes.
- **Sales Training and Development:** Implement comprehensive sales training programs to equip sales associates with the knowledge, skills, and tools they need to effectively promote banking products and services. Training should cover product knowledge, sales techniques, compliance regulations, and customer relationship management.
- **Customer-Centric Approach:** Emphasize a customer-centric approach to sales, focusing on understanding customer needs, providing tailored solutions, and delivering exceptional service. Encourage sales associates to build long-term relationships with customers based on trust, empathy, and responsiveness.
- **Lead Management Process:** Develop a structured lead management process to ensure that leads are effectively captured, tracked, and followed up on. Define clear procedures for lead qualification, assignment, prioritization, and escalation to maximize sales opportunities.

- **Performance Monitoring and Evaluation:** Implement systems to monitor and evaluate sales performance against key performance indicators (KPIs) such as sales targets, conversion rates, and customer satisfaction scores. Provide regular feedback and coaching to sales teams to improve performance and address areas for improvement.
- **Sales Process Optimization:** Continuously evaluate and optimize the sales process to streamline workflows, improve efficiency, and enhance the customer experience. Identify bottlenecks, inefficiencies, and pain points in the sales process and implement solutions to address them.
- **Cross-Functional Collaboration:** Foster collaboration between sales, marketing, product, and operations teams to align sales protocols with overall business objectives and strategies. Encourage open communication and cooperation to drive synergy and maximize results.
- **Complaints Handling Procedures:** Establish clear procedures for handling customer complaints and grievances related to sales interactions. Ensure that complaints are promptly addressed, thoroughly investigated, and resolved fairly and satisfactorily to maintain customer trust and satisfaction.
- **Regular Audits and Reviews:** Conduct regular audits and reviews of sales protocols, practices, and performance to identify areas of non-compliance, operational risks, and opportunities for improvement. Take corrective actions as necessary to mitigate risks and enhance sales effectiveness.
- **Clear Communication Channels:** Establish clear communication channels for customers to reach the bank, including phone lines, email, chat support, and in-person visits. Ensure that contact information is readily available and easily accessible through multiple channels.
- **Prompt Response Times:** Set expectations for response times to customer inquiries and ensure that all customer queries are addressed promptly and professionally. Implement systems to track response times and ensure timely follow-up on customer requests and concerns.
- **Empathetic and Professional Staff:** Train customer service representatives to demonstrate empathy, active listening, and professionalism in all interactions with customers. Provide ongoing training and coaching to enhance communication skills and customer service techniques.
- **Comprehensive Knowledge Base:** Maintain a comprehensive knowledge base of banking products, services, policies, and procedures to empower customer service representatives to provide accurate and helpful information to customers. Ensure that staff have access to up-to-date information and resources to address customer inquiries effectively.
- **Resolution of Customer Issues:** Develop protocols for handling customer complaints, disputes, and escalations in a fair, timely, and transparent manner. Implement procedures for investigating complaints, identifying root causes, and implementing corrective actions to prevent recurrence.
- **Personalized Service:** Foster a culture of personalized service by empowering customer service representatives to tailor interactions to meet the unique needs and preferences of individual customers. Encourage staff to build rapport, remember customer preferences, and anticipate customer needs to deliver exceptional service.
- **Security and Privacy Measures:** Implement robust security and privacy measures to protect customer information and ensure compliance with data protection regulations. Train staff on security protocols, phishing awareness, and fraud prevention techniques to safeguard customer accounts and information.
- **Feedback Mechanisms:** Establish feedback mechanisms to gather input from customers on their experiences with the bank's customer service. Encourage customers to provide feedback through surveys, reviews, and direct communication channels, and use this feedback to identify areas for improvement and implement enhancements to customer service protocols.
- **Cross-Training and Collaboration:** Cross-train customer service representatives to handle a variety of inquiries and issues, enabling them to provide comprehensive support to customers. Foster collaboration between customer service teams and other departments within the bank to streamline processes, resolve issues efficiently, and deliver a seamless customer experience.

- **Continuous Improvement:** Continuously monitor customer service performance metrics, such as customer satisfaction scores, response times, and resolution rates, and use this data to identify areas for improvement and implement enhancements to customer service protocols. Regularly review and update customer service protocols to adapt to changing customer needs, emerging trends, and regulatory requirements.



Fig.. 2.1.1: Customer Service Protocol Management

2.1.2 Documents required for the sale

The sale of financial products and services in the banking sector requires a comprehensive set of documents. These documents ensure regulatory compliance, transparency, and that customers make informed decisions. The requirements can vary depending on the specific product or service being offered, but certain types of documents are commonly necessary across various financial transactions.

Identification and Address Verification

To verify the identity of customers, banks typically require government-issued identification. This could include a passport, driver's license, or national ID card. In addition to this, proof of address documents such as utility bills, lease or rental agreements, bank statements, or property tax receipts are also necessary. These documents help confirm the customer's identity and residential address, ensuring compliance with KYC (Know Your Customer) regulations.

Financial Information

Proof of income is essential for many financial products, particularly loans and credit services. Customers may need to provide pay stubs, salary slips, income tax returns, or bank statements showing salary deposits. Financial statements, including recent bank statements, investment account statements, and loan account statements, offer a comprehensive view of the customer's financial status and help banks assess their creditworthiness.

Product-specific Documentation

Each financial product or service usually requires a completed application form. Alongside the application, detailed terms and conditions documents outline the specifics of the product or service. Disclosure statements are also critical, as they detail all fees, charges, and interest rates associated with the product, ensuring transparency and informed decision-making.

Regulatory Compliance

To comply with regulatory requirements, banks must collect various documents. KYC documents are essential to meet identification and address verification regulations. Additionally, anti-money laundering (AML) documents, such as declarations regarding the source of funds, help prevent illegal activities and ensure the bank's adherence to AML regulations.

Contractual Agreements

For products like loans, detailed loan agreements are necessary. These agreements specify the terms of the loan, the repayment schedule, and other relevant details. For account openings, forms required for opening savings accounts, checking accounts, or investment accounts are also needed. These contractual agreements formalize the relationship between the bank and the customer.

Insurance and Investment Products

When selling insurance or investment products, specific documents are required. For insurance, policy proposal forms and detailed plans outlining coverage, premiums, and terms are necessary. For investment products, a prospectus or informational brochure provides detailed information about mutual funds, stocks, or bonds, ensuring the customer understands the investment's specifics.

Consent and Authorization

Consent forms are needed to obtain customer approval for sharing their information with third parties or for specific marketing activities. Authorization forms, such as power of attorney documents, may also be required if someone else acts on behalf of the customer. These forms ensure that all parties understand and agree to the terms of data sharing and representation.

Additional Supporting Documents

For business accounts, additional documentation is often required. This might include articles of incorporation or partnership agreements, business licenses, and proof of ownership. Any other supporting documents specific to the customer's situation or the financial product, such as property documents for mortgage loans, may also be necessary.

2.1.3 Importance of confirming the suitability

Confirming the suitability of a product or service with the customer is crucial in the banking sector. This process ensures that the financial product or service offered aligns with the customer's needs, financial situation, and objectives. Here's a detailed explanation of why this is essential:

Enhancing Customer Satisfaction

When a bank ensures that a product or service is suitable for a customer, it shows a commitment to understanding and addressing the customer's unique needs. This personalized approach fosters trust and satisfaction, making customers feel valued and confident that the bank has their best interests at heart. Satisfied customers are more likely to remain loyal, recommend the bank to others, and engage in long-term relationships, benefiting both the customer and the bank.

Ensuring Financial Well-being

Matching customers with appropriate financial products is vital for their financial health and well-being. Offering a product that doesn't suit a customer's financial situation—such as a high-risk investment to a risk-averse individual or an expensive loan to someone with limited repayment capacity—can lead to financial distress. By confirming suitability, banks help customers make informed decisions that support their financial stability and growth, preventing potential financial pitfalls.

Regulatory Compliance

Financial institutions operate under stringent regulations designed to protect consumers and maintain market integrity. Confirming the suitability of products and services is a key aspect of regulatory compliance. Regulations such as MiFID II in Europe, the Dodd-Frank Act in the U.S., and similar frameworks worldwide require banks to ensure that the products they offer meet the customer's needs and risk profile. Non-compliance can result in legal penalties, fines, and damage to the bank's reputation. Therefore, adhering to suitability standards is essential for legal and regulatory adherence.

Reducing Risk of Mis-selling

Mis-selling occurs when customers are sold products that are inappropriate for their needs, often leading to financial losses and legal disputes. This can severely damage a bank's reputation and customer trust. By rigorously confirming product suitability, banks can mitigate the risk of mis-selling. This involves thorough needs assessments, clear communication of product features and risks, and ensuring that customers fully understand what they are purchasing. This diligence not only protects the customer but also safeguards the bank against potential legal and reputational risks.

Building Long-term Relationships

A key component of building strong, long-term relationships with customers is trust. When customers see that a bank consistently offers products that suit their needs and financial goals, they are more likely to trust the bank's recommendations in the future. This trust is built through transparency, personalized service, and a demonstrated commitment to the customer's financial well-being. Long-term relationships lead to increased customer retention, higher lifetime value, and more opportunities for cross-selling and up-selling.

Facilitating Informed Decision-making

Confirming suitability ensures that customers are well-informed about the products they are considering. This includes understanding the benefits, risks, costs, and any terms and conditions associated with the product. Well-informed customers are empowered to make decisions that best suit their financial goals and circumstances. This transparency and education build confidence in the customer's financial decisions and in the bank's guidance.

Ethical Responsibility

Beyond regulatory requirements and business interests, banks have an ethical responsibility to act in the best interest of their customers. Financial products and services can significantly impact an individual's or business's financial health. By ensuring the suitability of their offerings, banks demonstrate ethical conduct and a commitment to supporting their customers' financial success. This ethical approach contributes to a positive corporate culture and enhances the bank's overall reputation.

2.1.4 Availability of all the required documents

Confirming the availability of all required documents with the customer is a crucial aspect of the banking process. This step ensures smooth transactions, boosts customer satisfaction, guarantees regulatory compliance, and reduces potential risks. Here's an in-depth explanation of the importance of this practice:

Ensuring a Smooth Transaction Process

Verifying that all necessary documents are available and complete significantly streamlines the transaction process. Missing or incomplete documents can cause delays, leading to frustration for both the customer and the bank. By confirming document availability upfront, banks can expedite the processing of applications for loans, account openings, or other financial services. This efficiency not only saves time but also enhances the overall customer experience, making it more likely that customers will return for future banking needs.

Enhancing Customer Satisfaction

Customers expect a seamless and hassle-free experience when dealing with financial institutions. Ensuring that all required documents are in place beforehand prevents last-minute surprises and inconveniences. This proactive approach demonstrates the bank's commitment to customer service, fostering a positive relationship between the customer and the bank. When customers experience efficient and professional service, their trust and satisfaction with the bank increase, leading to higher customer retention and loyalty.

Regulatory Compliance

Financial institutions operate under strict regulatory frameworks designed to protect both the customer and the institution. Regulations such as KYC (Know Your Customer), AML (Anti-Money Laundering), and various national and international laws require banks to collect and verify specific documents. Failure to comply with these regulations can result in severe penalties, including fines and legal action. By confirming the availability of all required documents, banks ensure that they remain compliant with regulatory requirements, thereby avoiding potential legal and financial repercussions.

Mitigating Risks

Incomplete or missing documentation can expose banks to significant risks, including fraud, financial loss, and reputational damage. Thoroughly verifying document availability helps mitigate these risks. For instance, having all necessary identification and financial documents reduces the likelihood of fraudulent activity and ensures that the bank can accurately assess the customer's creditworthiness and financial stability. This due diligence protects the bank's assets and maintains its reputation as a trustworthy institution.

Facilitating Accurate Decision-Making

Accurate and complete documentation is essential for making informed decisions about lending, investment, and other financial services. When all required documents are available, bank officers can thoroughly evaluate the customer's financial situation, needs, and risk profile. This comprehensive understanding enables the bank to tailor its products and services to best meet the customer's needs, thereby improving the quality of financial advice and support provided. Informed decision-making benefits both the customer, who receives appropriate products and services, and the bank, which minimizes the risk of default and other issues.

Building Customer Trust

Confirming document availability is also about transparency and communication. When banks clearly communicate the required documents and ensure their availability, they build trust with their customers. Customers appreciate transparency and are more likely to trust a bank that is open about its requirements and processes. This trust is crucial for building long-term relationships, as customers who trust their bank are more likely to seek its services for a variety of financial needs over time.

Preventing Future Issues

Addressing document requirements at the outset helps prevent future issues that could arise from incomplete documentation. For example, ensuring that all loan documents are complete and signed prevents legal disputes or misunderstandings later on. Similarly, having all necessary identification documents on file ensures that there are no issues with account access or transactions in the future. This foresight helps maintain smooth and trouble-free banking operations for both the customer and the bank.

Supporting Financial Planning and Management

For customers, having all required documents readily available supports better financial planning and management. It ensures that they have all the necessary paperwork for financial transactions, making it easier to manage their accounts, apply for loans, or invest in financial products. This preparedness empowers customers to make timely and well-informed financial decisions, enhancing their overall financial health and stability.

2.1.5 Importance of ensuring all potential customers sign up

Ensuring that all potential customers sign agreements and provide the necessary documents is vital in the banking sector. This practice guarantees smooth processes, builds trust and satisfaction, ensures legal and regulatory compliance, mitigates risks, and supports accurate record-keeping. Here is a detailed explanation of its significance:

Ensuring a Smooth and Efficient Process

- By requiring potential customers to sign agreements and submit all necessary documents, banks can ensure a smooth and efficient transaction process. With all paperwork completed accurately and promptly, banks can process applications for loans, accounts, or other financial services without unnecessary delays. This efficiency saves time for both the bank and the customer, enhancing the overall customer experience and increasing the likelihood of future engagements.

Enhancing Trust and Customer Satisfaction

- Obtaining signed agreements and required documents upfront helps build trust between the bank and its customers. Customers value transparency and clarity regarding the process and requirements. Clearly outlining the necessary steps and ensuring all documentation is in place demonstrates the bank's commitment to providing professional and reliable service. This approach fosters customer satisfaction as clients feel secure and well-informed about their transactions.

Ensuring Legal and Regulatory Compliance

- Banks operate under stringent regulations designed to protect both the institution and its customers. Ensuring all agreements are signed and required documents are provided helps banks comply with laws such as KYC (Know Your Customer), AML (Anti-Money Laundering), and other relevant regulations. Non-compliance can result in severe penalties, including fines and legal action. Adhering to these requirements helps banks avoid legal issues and maintain their credibility and reputation.

Mitigating Risks

- Having signed agreements and all necessary documents helps mitigate various risks, including fraud, financial loss, and reputational damage. Complete documentation allows banks to verify the identity and financial stability of their customers, reducing the likelihood of fraudulent activities. It also ensures that customers fully understand the terms and conditions of the products or services they are signing up for, preventing misunderstandings and potential disputes. This risk management is crucial for protecting the bank's assets and maintaining its reputation.

Facilitating Accurate Record-Keeping

- Accurate and complete documentation is essential for maintaining proper records of customer transactions and interactions. Ensuring that all agreements are signed and required documents are submitted allows banks to keep detailed and organized records. This record-keeping is vital for various purposes, including audits, regulatory reporting, and resolving future issues or disputes. It ensures that the bank can provide accurate information and support to customers as needed.

Supporting Informed Decision-Making

- Obtaining all required documents and signed agreements provides bank officers with comprehensive information about the customer's financial situation and needs. This information is crucial for making informed decisions about lending, investments, and other financial services. When bank officers have all the necessary data, they can tailor their offerings to better meet the customer's needs, improving the quality of financial advice and support provided. Informed decision-making benefits both the customer and the bank by ensuring that products and services are appropriate and effective.

Building Long-Term Relationships

- Requiring signed agreements and complete documentation at the outset helps establish a foundation of trust and transparency. Customers who experience clear and professional service are more likely to trust the bank and seek its services for future financial needs. Building long-term relationships is beneficial for banks as it leads to higher customer retention, increased customer lifetime value, and more opportunities for cross-selling and up-selling products and services.

Preventing Future Issues

- Ensuring all documentation is complete and agreements are signed at the beginning of the relationship helps prevent future issues. For instance, having all loan documents signed and in order prevents legal disputes or misunderstandings about loan terms later on. Similarly, having up-to-date identification documents on file ensures that there are no issues with account access or transactions in the future. This proactive approach helps maintain smooth and trouble-free banking operations for both the customer and the bank.

Enhancing Financial Planning and Management

- For customers, providing all required documents and signing agreements supports better financial planning and management. It ensures that they have all the necessary paperwork for financial transactions, making it easier to manage their accounts, apply for loans, or invest in financial products. This preparedness empowers customers to make timely and well-informed financial decisions, enhancing their overall financial health and stability.

2.1.6 Recording Customer Feedback SOP

Creating a Standard Operating Procedure (SOP) for recording customer feedback in banks ensures consistency, efficiency, and accuracy in capturing and addressing customer concerns and suggestions. Here's an example SOP:

Standard Operating Procedure: Recording Customer Feedback in Banks

Objective:

To establish a standardized process for recording, analyzing, and addressing customer feedback to improve service quality and customer satisfaction.

Responsibility:

All frontline staff, customer service representatives, and designated feedback coordinators are responsible for following this SOP.

The procedure for Receiving Feedback:

Customers may provide feedback through various channels, including in-person interactions, phone calls, emails, online forms, and suggestion boxes. Frontline staff and customer service representatives should actively listen to customers, acknowledge their feedback, and reassure them that their concerns will be addressed.

Recording Feedback:

Use a designated feedback tracking system or software to record all customer feedback promptly. Include essential details such as the customer's name, contact information, nature of feedback (complaint, suggestion, compliment), date and time of feedback, and a brief description of the issue or suggestion.

Categorizing Feedback:

Classify feedback such as service quality, product satisfaction, process improvement, staff behaviour, facilities, and overall customer experience. Assign appropriate tags or labels to facilitate analysis and reporting.

Prioritizing Feedback:

Evaluate the urgency and severity of each feedback item to prioritize response and resolution efforts. Classify feedback as urgent if it involves critical issues affecting customer satisfaction or regulatory compliance.

Analysis and Reporting:

Regularly review and analyze customer feedback data to identify trends, patterns, and recurring issues. Generate reports and dashboards to track key performance indicators (KPIs) such as the number of feedback received, resolution time, customer satisfaction scores, and improvement initiatives implemented.

Escalation and Resolution:

Escalate urgent or complex feedback items to appropriate management or specialized teams for further investigation and resolution. Assign ownership of each feedback item to responsible individuals or departments and establish clear timelines for resolution. Communicate with customers to provide updates on the progress of their feedback and confirm resolution.

Feedback Follow-Up:

Follow up with customers after resolution to ensure their satisfaction and gather additional feedback if necessary. Thank customers for their input and invite them to provide further feedback or suggestions for improvement.

Continuous Improvement:

Conduct regular reviews of the feedback process to identify opportunities for improvement. Solicit feedback from staff and stakeholders on the effectiveness of the feedback recording and resolution process. Implement changes and enhancements to streamline operations and enhance the customer feedback experience.

Documentation:

Maintain detailed records of all customer feedback received, including feedback forms, emails, call logs, and resolution updates, in a centralized database or electronic repository.

Training:

Provide training and guidance to frontline staff and customer service representatives on how to effectively record, analyze, and respond to customer feedback by this SOP.

Maintaining customer records using automated systems

Maintaining customer records using automated systems involves implementing a structured process to capture, organize, update, and securely store customer information electronically. Here are the steps to maintain customer records using automated systems effectively:

- **Data Collection:** Collect relevant customer information through various channels, including online forms, in-person interactions, email communications, and phone calls. Ensure that the data collected is accurate, complete, and compliant with data privacy regulations.
- **Centralized Database:** Establish a centralized database or Customer Relationship Management (CRM) system to store and manage customer records securely. Choose a system that meets the bank's requirements for scalability, data security, and integration with other banking systems.
- **Data Entry and Validation:** Automate the process of data entry by integrating online forms or customer portals with the CRM system. Implement data validation checks to ensure the accuracy and consistency of customer information, such as format validation, duplicate detection, and mandatory field validation.
- **Customer Profiling:** Create detailed customer profiles within the CRM system, including demographic information, contact details, account information, transaction history, preferences, and interactions. Use data analytics tools to segment customers based on their characteristics, behaviours, and needs.
- **Real-Time Updates:** Enable real-time updates to customer records to reflect any changes or activities, such as account openings, account closures, transactions, or customer inquiries. Integrate the CRM system with other banking systems to synchronize data across multiple channels and touchpoints.
- **Automation and Workflows:** Implement automated workflows and processes for routine tasks such as customer onboarding, account maintenance, and compliance checks. Use workflow automation tools to streamline processes, reduce manual errors, and improve operational efficiency.
- **Data Security and Compliance:** Implement robust security measures to protect customer data against unauthorized access, data breaches, and cyber threats. Encrypt sensitive data, enforce access controls, and regularly audit system activity to ensure compliance with data privacy regulations such as GDPR, CCPA, and PCI DSS.
- **Customer Communication:** Use automated communication tools such as email marketing platforms, SMS messaging, and chatbots to engage with customers proactively. Send personalized communications, notifications, and alerts based on customer preferences and behaviour.
- **Data Analytics and Reporting:** Leverage data analytics tools and reporting capabilities within the CRM system to gain insights into customer behaviour, preferences, and trends. Generate reports on key performance indicators (KPIs) such as customer acquisition, retention, cross-selling, and satisfaction to inform decision-making.
- **Continuous Improvement:** Regularly review and optimize customer record management processes to ensure they align with evolving business needs, regulatory requirements, and industry best practices. Solicit feedback from users and stakeholders to identify areas for improvement and innovation.

Models of recording customer feedback

The general approach that an SA must follow while resolving a customer concern is called LAST - listening, apologizing, solving, and thanking. Based on the LAST approach, the following are the types of models used in customer service;

- **Segmentation Analytics:** Segmentation analytics helps to divide the customer base into clusters and cater for messaging, content, and support. Thus, Segmentation analytics helps CSA teams to increase satisfaction and retention KPIs by targeting each cluster. The typical KPIs and metrics used in this stage of analysis involve; Revenue Generation from each segment, Profitability, ROI, net promoter score (NPS), lifetime value (LTV), and segmentation performance optimization.
- **Customer Acquisition Analytics:** As the name suggests, customer acquisition analytics helps the CSA teams to reduce the cost of acquiring new potential customers with qualifiable leads by reducing the cost per lead, conversion rate, and time to close. It highlights the chances of personalization, and go-to-market strategy using engagement metrics as well. The typical KPIs and metrics used in this stage of analysis involve; cost per lead, conversion rate, and time to close a concern.
- **Customer Lifetime Value Analytics:** By focusing on the average spending habits of the customer with the concern, the CSA team can focus on acquisition, retargeting, and retention campaigns to the right customers, thereby increasing the chances of profitability and sales volume. The typical KPIs and metrics used in this stage of analysis involve; average LTV, CAC, and repeat purchase rate.

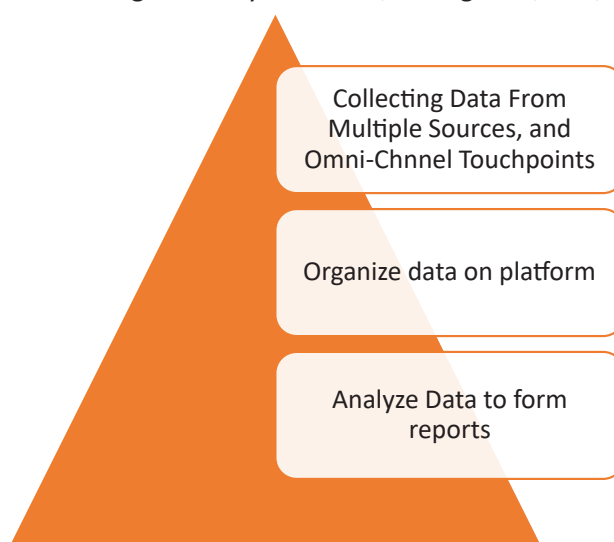


Fig. 2.1.2: Analysing Customer's Concerns

- **Customer Engagement Analytics:** Apart from interaction with the customers via person, calling, or virtual methods, it is the task of a CSA to keep track of trending customer behavioural interaction on social media, clicking on ads, and newsletters, and responding to NPS surveys. The feedbacks that is obtained from the customers include; challenges, satisfaction, reviews, and many more. Each of these feedbacks is essential for marketing, product sales, and customer mapping to promote personalization of services wherever applicable. The typical KPIs and metrics used in this stage of analysis involve; customer engagement score, feature usage, bounce rate, and session time.
- **Customer Satisfaction Analytics:** Be it, an online source, a calling, or a meet-up with the customer in person, the customer journey with the CSA must include; customer experience, conversation, content, and collaboration. The analytics in this case use the same parameters as that of the Customer engagement analytics and help the management to assess the future sell-points, pain points, and satisfaction points of the customers. The typical KPIs and metrics used in this stage of analysis involve; SAT, CSE, and NPS scores.

- **Customer Churn Analytics:** These analytics show the association of the customer with the banking service. These help to assess the customer loyalty rate, and the measures the bank must take to reduce the cancelling of subscriptions, returning products, or discontinuation to buy new products or services by the customers of the bank. typical KPIs and metrics used in this stage of analysis involve; net revenue retention, churn rate, or renewal rate.

Authenticating Customer feedbacks

Gathering and authenticating the customer's feedback paves the way for building a good workable relationship with the customers while solving their queries and valuing their opinions for the generation of sales. It is based on the Role-based access control model. It can be done in the following stages;

- **Knowledge-Based Authentication:** In this stage of authentication of feedback, the customers are asked a series of questions in a survey based on their credit history. These feedbacks help to provide the customers with an excess layer of security against their confidential information, and product, and service preferences.
- **Watch list Authentication:** This kind of feedback authentication is done with customers engaged in active trading, and investing processes. They can be; sanctions lists, politically exposed persons (PEP) lists, and regulatory watch lists. The authentication of this kind of feedback helps the customers gain an excess security against financial crimes, and illicit activities on funds.
- **Instant Bank Verification Based feedback:** This sort of feedback authentication is powered by the customer-verification API, and helps the CSA to ascertain if the claimed identity of an individual is true or not.
- **KYC-Based Feedback:** This sort of authentication of the customer's feedback helps to protect against financial data leaks by collaborating with the Financial Crimes Enforcement Network (FinCEN), and the Securities and Exchange Commission (SEC).
- **Customer Engagement Analytics:** Apart from interaction with the customers via person, calling, or virtual methods, it is the task of a CSA to keep track of trending customer behavioural interaction on social media, clicking on ads, and newsletters, and responding to NPS surveys. The feedbacks that is obtained from the customers include; challenges, satisfaction, reviews, and many more. Each of these feedbacks is essential for marketing, product sales, and customer mapping to promote personalization of services wherever applicable. The typical KPIs and metrics used in this stage of analysis involve; customer engagement score, feature usage, bounce rate, and session time.

KEY COMPONENTS OF ROLE-BASED ACCESS CONTROL

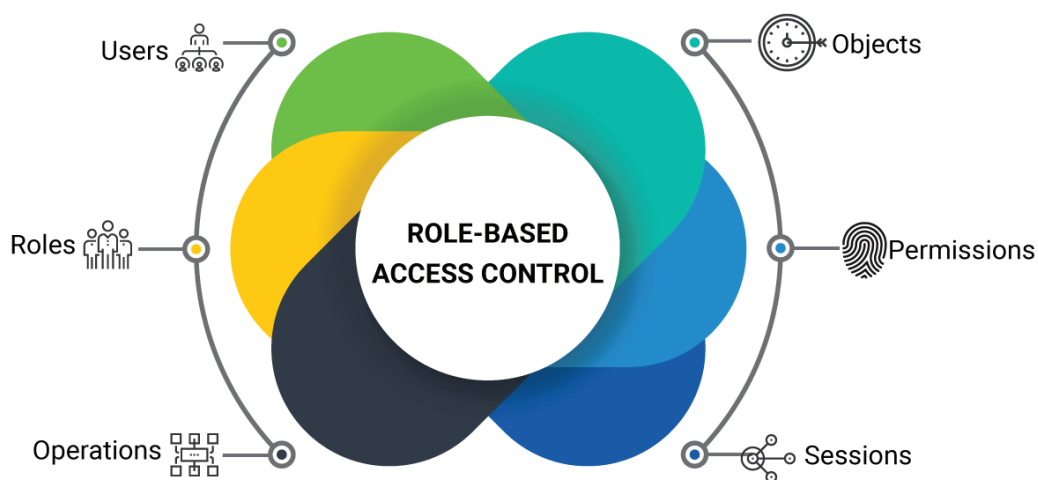


Fig. 2.1.3: Feedback Authentication

Handling negative feedback

Handling negative feedback from customers is crucial in the banking sector to maintain customer satisfaction, reputation, and loyalty. The following are some simple protocols to handle negative feedback from customers;

- **Active listening:** Encourage customers to share their feedback openly and actively listen to their concerns without interruption and with empathy.
- **Sincere Apology offering:** A sincere apology for any inconvenience or dissatisfaction experienced by the customer must come following an acknowledgement.
- **Thorough investigation:** Take the time to investigate the root cause of the customer's complaint after gathering relevant information, reviewing transaction records, and consulting with relevant departments to understand what went wrong.
- **Transparent Communication:** Keep the customer informed about the progress of the investigation and any steps being taken to resolve their issue by being transparent about the bank's policies, procedures, and timelines for resolution.
- **Offering remedies:** Propose practical solutions or alternatives to address the customer's concerns.
- **Empowering the Frontline Staff:** Equip frontline staff with the authority, training, and resources to resolve customer complaints promptly.
- **Following Up:** Follow up with the customer after the issue has been resolved to ensure their satisfaction and to gather feedback on the effectiveness of the resolution. Demonstrate an ongoing commitment to customer service excellence.
- **Continuous improvement:** Use negative feedback as an opportunity for learning and continuous improvement by identifying recurring issues or trends and taking proactive steps to address underlying causes and prevent future occurrences.
- **Feedback documentation:** Document customer feedback, complaints, and resolutions systematically after analyzing the trends and patterns in customer feedback to identify areas for improvement in products, services, and processes.
- **Proactive seeking of feedback:** Encourage customers to provide feedback through surveys, suggestion boxes, or online platforms to identify areas of concern and opportunities for enhancement.
- **Staff training:** Provide training to frontline staff on effective communication, conflict resolution, and customer service skills by equipping them with the knowledge and tools needed to handle negative feedback professionally and empathetically.
- **Monitoring Online Reviews and social media:** Monitor online reviews, social media channels, and other digital platforms for customer feedback, complaints, prompt response and public addressable concerns to demonstrate commitment to customer satisfaction.
- **Customer-Centrism:** Building a customer-centric culture and prioritizing service excellence is essential for maintaining trust and loyalty in the banking sector.

2.1.7 Achieving high level of customer service and satisfaction

Achieving a high level of customer service and satisfaction at all times is of paramount importance in the banking sector. It drives customer loyalty, enhances the bank's reputation, promotes financial growth, ensures regulatory compliance, reduces customer churn, fosters positive word-of-mouth, and supports employee satisfaction. Here's a detailed explanation of its significance:

Driving Customer Loyalty

High-quality customer service fosters customer loyalty. When customers receive excellent service consistently, they are more likely to stay with the bank, use more of its products and services, and recommend it to others. Loyalty reduces the likelihood of customers switching to competitors and increases their lifetime value to the bank. Loyal customers also tend to forgive occasional mistakes more easily, making them a stable and reliable customer base.

Enhancing the Bank's Reputation

Excellent customer service enhances a bank's reputation. A positive reputation attracts new customers and retains existing ones. In an industry where trust is crucial, a good reputation can be a significant competitive advantage. Banks known for high customer satisfaction are more likely to be recommended, receive positive reviews, and enjoy a strong market presence.

Promoting Financial Growth

Satisfied customers are more likely to engage in additional banking activities, such as opening new accounts, applying for loans, and investing in financial products. This increased engagement drives financial growth for the bank. High customer satisfaction also reduces marketing and acquisition costs, as happy customers provide free word-of-mouth advertising and require less convincing to purchase additional products or services.

Ensuring Regulatory Compliance

In many jurisdictions, regulatory bodies require banks to adhere to certain standards of customer service. Achieving high customer satisfaction helps banks meet these regulatory requirements. Compliance with customer service standards prevents legal issues and fines, protecting the bank's financial and operational stability. Additionally, regulators often view high customer satisfaction as an indicator of a bank's overall health and reliability.

Reducing Customer Churn

Customer churn, or the rate at which customers leave the bank, is significantly reduced by high levels of customer satisfaction. Satisfied customers have fewer reasons to switch to competitors, resulting in lower churn rates. This stability allows the bank to plan more effectively, allocate resources efficiently, and focus on growth rather than constantly replacing lost customers.

Fostering Positive Word-of-Mouth

Satisfied customers are more likely to share their positive experiences with friends, family, and colleagues. This word-of-mouth promotion is a powerful marketing tool, often more trusted and effective than traditional advertising. Positive word-of-mouth can significantly boost the bank's customer acquisition efforts, bringing in new customers at a lower cost.

Supporting Employee Satisfaction

A strong focus on customer satisfaction often translates into a better working environment for employees. When customers are happy, interactions are more pleasant, and employees experience less stress and frustration. This positive environment boosts employee morale and satisfaction, leading to higher productivity, reduced turnover, and a more committed workforce.

Building Trust and Reliability

High customer satisfaction builds trust between the bank and its customers. Trust is essential in the banking industry, where customers need to feel confident that their financial assets are managed securely and ethically. Trustworthy banks are more likely to attract and retain customers, as trust reduces perceived risks associated with financial transactions and services.

Enhancing Customer Feedback and Improvement

Satisfied customers are more likely to provide constructive feedback. This feedback is invaluable for the bank, as it highlights areas for improvement and innovation. By listening to customer feedback, banks can continuously refine their services, address pain points, and introduce new offerings that better meet customer needs, leading to even higher satisfaction levels.

Supporting Long-Term Relationships

High levels of customer satisfaction are crucial for building long-term relationships. Long-term customers are more profitable, as they use more services over time and require less marketing effort. These relationships are built on a foundation of trust, positive experiences, and mutual benefits, making them more resilient to market fluctuations and competitive pressures.

2.1.8 Steps to inform customers of contracts or other information

Informing customers about contracts or other information related to offered products and services is essential for maintaining transparency, trust, and regulatory compliance. Here is a detailed guide on effectively communicating this information to customers:

Step 1: Initial Engagement

Personalized Communication: Initiate contact with the customer through a personalized email or phone call. Address the customer by name and reference their specific interest or inquiry about the product or service.

Clear Introduction: Introduce yourself, your role, and the purpose of the communication. For example, "Hello [Customer Name], this is [Your Name], a [Your Position] at [Bank Name]. I am contacting you to provide important information regarding the [Product/Service Name] you showed interest in."

Step 2: Provide Detailed Information

Concise Overview: Provide a brief overview of the product or service, highlighting key features, benefits, and any special terms that are relevant. For instance, "The [Product/Service Name] offers [list key features], which can help you [specific benefit related to the customer's needs]."

Documentation: Inform the customer that detailed information is available in the attached documents. For example, "Attached to this email, you will find the contract and a brochure providing in-depth details about [Product/Service Name]."

Step 3: Highlight Key Contract Terms

Summarize Key Points: Summarize the most important terms and conditions of the contract, such as interest rates, fees, repayment terms, or other critical details. For example, "The attached contract includes key terms such as an interest rate of X%, a repayment period of Y years, and an annual fee of Z."

Emphasize Important Clauses: Highlight any particularly important or unique clauses. For example, "Please note the early repayment clause on page 3, which allows you to repay the loan early without any penalties."

Step 4: Offer Assistance and Clarification

Encourage Questions: Invite the customer to ask any questions or seek clarification on any points they do not understand. For example, "If you have any questions or need further clarification on any of the terms, please do not hesitate to contact me directly."

Provide Contact Information: Ensure that your contact information is easily accessible. For instance, "You can reach me at [phone number] or [email address] at your convenience."

Step 5: Ensure Understanding

Follow-Up Communication: Arrange a follow-up call or meeting to discuss the contract and any questions the customer might have. For example, "I would like to schedule a follow-up call to go over the contract in detail. Are you available [suggest a few times]?"

Confirmation of Understanding: During the follow-up, confirm that the customer understands all the terms and conditions. For instance, "Just to confirm, do you have any questions about the interest rates, fees, or repayment terms mentioned in the contract?"

Step 6: Finalize the Process

Document Receipt Confirmation: Request the customer to acknowledge receipt of the documents and their understanding of the contents. For example, "Could you please reply to this email confirming that you have received and reviewed the attached documents?"

Electronic Signatures: If applicable, guide the customer on how to sign the contract electronically. For example, "Attached is a link to e-sign the contract. Please follow the instructions provided and let me know if you encounter any issues."

Thank the Customer: Express gratitude for their interest and cooperation. For example, "Thank you for taking the time to review the information. We appreciate your interest in [Bank Name] and look forward to assisting you."

2.1.9 Importance of information to the customers

The information provided to customers regarding contracts plays a crucial role in ensuring transparency, clarity, and informed decision-making. Here are the key reasons why this information is important to customers:

1. **Understanding Terms and Conditions:** Customers need to understand the terms and conditions of any contract they are entering into. This includes details such as interest rates, fees, repayment schedules, penalties for early repayment, and any other obligations they must fulfill. Clear communication of these terms helps customers make informed decisions about whether the product or service meets their needs and financial capabilities.
2. **Avoiding Misunderstandings:** Providing detailed information about contracts helps prevent misunderstandings between the customer and the financial institution. Misunderstandings can lead to dissatisfaction, disputes, and even legal issues. By clearly outlining the terms and conditions upfront, customers know what to expect and can raise any concerns or questions before committing to the contract.
3. **Empowering Decision-Making:** Transparent communication empowers customers to make decisions that align with their financial goals and circumstances. When customers have all the necessary information about a contract, they can weigh the benefits and risks effectively. This empowers them to choose products or services that best suit their needs, enhancing their overall satisfaction with the banking experience.
4. **Legal and Regulatory Compliance:** Financial institutions are required to comply with various legal and regulatory standards. This includes providing customers with comprehensive information about contracts and ensuring that they understand the implications of signing the agreement. Compliance with these standards not only protects customers but also safeguards the institution from potential legal and regulatory penalties.
5. **Building Trust and Loyalty:** Transparent communication fosters trust between the customer and the bank. When customers feel that they have been fully informed and that their interests are being respected, they are more likely to trust the institution. This trust forms the foundation for long-term relationships and customer loyalty, benefiting both the customer and the bank.
6. **Facilitating Customer Service:** Clear contract information facilitates better customer service interactions. If customers have questions or need assistance regarding the contract terms, customer service representatives can provide accurate and timely support. This enhances the overall customer experience and reinforces the bank's commitment to customer satisfaction.

2.1.10 Steps to apprise the customer

Effectively informing customers about the specific features and details of products or services they have chosen is paramount for ensuring transparency and facilitating informed decision-making. The process begins with actively listening to the customer to understand their unique interests and needs related to the product or service. This initial step allows the communication to be tailored specifically to address their concerns and preferences, setting a foundation of personalized engagement.

Once the customer's interests are understood, providing a clear and concise overview of the product or service is crucial. This includes clearly stating its name, primary purpose, and outlining key benefits that are directly relevant to the customer's requirements. Highlighting distinctive features and functionalities that differentiate the product from others in the market helps capture the customer's attention and reinforces its value proposition.

Explaining the key details of the product or service follows, requiring a detailed explanation of its specifications, capabilities, and any limitations in simple and understandable terms. Using real-world examples or case studies further enhances comprehension by illustrating how these features can practically benefit the customer in their specific context. This approach not only clarifies the product's practical applications but also builds confidence in its utility.

Addressing potential customer concerns proactively is essential throughout the communication process. Anticipating common questions or uncertainties that may arise and providing clear solutions or alternative options demonstrates responsiveness and a commitment to meeting the customer's needs comprehensively. This flexibility can be pivotal in ensuring that the customer feels heard and accommodated, thereby enhancing their overall satisfaction and trust in the business.

Customizing the delivery of information is also crucial, adapting the level of detail and technicality to match the customer's familiarity with similar products or services. Avoiding unnecessary technical jargon unless the customer is well-versed in the subject matter helps maintain clarity and ensures that the information is accessible and digestible. Visual aids such as diagrams, charts, or product demonstrations can further enhance understanding, particularly for complex offerings.

Throughout the discussion, actively confirming the customer's understanding and interest is essential. Encouraging them to ask questions and seek clarification on any points they find unclear fosters open communication and ensures that all aspects of the product or service are fully understood before proceeding. This interactive approach not only promotes engagement but also helps identify any additional information or support the customer may need to make a well-informed decision.

Finally, providing clear next steps is crucial to guide the customer towards action. Whether it involves outlining how to proceed with a purchase, sign up for a service, or gather further information, clarity in these instructions helps streamline the customer's journey and minimizes potential barriers to completing the transaction. Offering to follow up with the customer as needed demonstrates ongoing support and reinforces the commitment to their satisfaction and success with the chosen product or service.

2.1.11 Steps to resolve the customer queries

Resolving customer queries about chosen products, services, terms & conditions, and legal aspects is crucial for maintaining customer satisfaction and ensuring transparency in business interactions. A structured approach begins with active listening, where the customer's concerns are heard without interruption. This demonstrates respect and helps in accurately grasping the specifics of their inquiry. By summarizing or paraphrasing the customer's query back to them, businesses can confirm their understanding and avoid any miscommunication from the outset.

Once the query is understood, providing clear and accurate information becomes paramount. Leveraging internal knowledge bases or resources enables businesses to offer comprehensive details about the product or service in question. This includes outlining its features, benefits, and any limitations that may affect the customer's decision-making process. Additionally, explaining terms & conditions and legalities in simple, straightforward language helps ensure that customers comprehend complex legal aspects related to their potential purchase or engagement with the service.

Addressing concerns proactively is another vital step. Anticipating potential issues that customers might raise allows businesses to address them upfront. This proactive approach not only instills confidence but also builds trust by demonstrating a commitment to meeting customer needs. Moreover, offering solutions or alternatives when customers express dissatisfaction with certain aspects of the product or service showcases flexibility and a customer-centric mindset, enhancing the overall customer experience.

When legal and compliance matters are part of the discussion, businesses must ensure a thorough understanding of relevant regulations. Clearly articulating how the product or service complies with industry standards and legal requirements reassures customers about the legitimacy and reliability of the offering. Providing documentation or references to support these explanations adds transparency and credibility to the interaction, further bolstering trust.

Effective communication throughout the process is essential. Using clear and professional language ensures that customers understand the information provided without confusion or ambiguity. Demonstrating patience and empathy, especially in complex or sensitive discussions, acknowledges the customer's perspective and helps in building a positive rapport. Following up with customers after addressing their queries reinforces commitment to their satisfaction and provides opportunities for further assistance or clarification if needed.

2.1.12 Promotions and new services

Effectively introducing promotions, new services, or products to customers requires a systematic approach that ensures customers are both informed and engaged. A structured strategy begins with a thorough understanding of the target audience. By discerning their demographics, preferences, and behaviors, businesses can tailor their introduction strategy to resonate more effectively with potential customers.

Crafting a compelling message is paramount in capturing customer interest. Clear and concise messaging that emphasizes the benefits and value of the promotion or new product/service helps customers understand how it addresses their needs or solves their problems. This messaging should be communicated through appropriate channels selected to reach the intended audience. Whether through email newsletters, social media platforms, the company website, in-store displays, or direct mail, each channel plays a crucial role in maximizing the reach and impact of the message.

Utilizing multiple touchpoints further reinforces the introduction. For instance, teasing the promotion on social media, sending detailed emails, and displaying promotional materials in-store creates a cohesive and immersive experience for customers. Visual content such as images, videos, or infographics also plays a significant role in enhancing engagement and comprehension, allowing customers to visualize the benefits of the new offering.

Offering incentives, such as introductory discounts or special offers, can spur customer interest and prompt quicker decision-making. Providing comprehensive information about pricing, features, availability, and any associated terms or conditions ensures transparency and empowers customers to make informed decisions.

Encouraging customer feedback is invaluable for refining offerings and improving customer satisfaction. Inviting feedback through surveys, reviews, or direct communication allows businesses to gather insights that can guide adjustments and enhancements to the promotion or new offering.

Additionally, ensuring frontline staff are well-trained and knowledgeable about the new product or service is crucial. Staff members should be equipped to confidently answer customer inquiries and effectively promote the offering, enhancing the overall customer experience.

Lastly, ongoing monitoring of performance metrics such as sales, customer feedback, and engagement levels provides critical insights. Based on this data, businesses can make informed adjustments to their marketing strategies to optimize effectiveness and maximize results over time.

2.1.13 Sales document

Documenting sales and updating customer records involves employing a variety of methods to ensure the information is accurate, comprehensive, and beneficial. One of the primary methods recommended is the implementation of a Customer Relationship Management (CRM) system. By adopting a CRM system, businesses can centralize customer information, track interactions, and maintain sales data in a structured format. This technology facilitates automated updates based on sales activities, ensuring that customer records are consistently up to date with the latest transactions and interactions.

Standardizing sales documentation is another critical approach. Developing uniform forms or templates for sales-related documents such as order forms, invoices, and receipts helps capture essential details such as customer contact information, purchased items, quantities, prices, and transaction dates. Consistent use of these standardized forms ensures accuracy and completeness across all sales records, providing a reliable source of information for future reference and analysis.

Integration with sales platforms and point-of-sale (POS) systems is essential for seamless data transfer into the CRM or customer database. This integration minimizes manual entry errors and facilitates real-time updates to customer records. It streamlines the process of recording sales transactions, ensuring that sales data is promptly reflected in customer profiles without delay or duplication.

Maintaining regular data entry and updates is crucial for keeping customer records current and reflective of ongoing interactions. Assigning responsibilities to designated personnel, such as sales or administrative staff, ensures that sales data is entered promptly after each transaction. Regular updates not only enhance the accuracy of customer information but also provide insights into customer behavior and preferences over time.

Verification and validation procedures are integral to maintaining data integrity. Implementing checks to validate sales data against corresponding documents such as sales orders, invoices, or receipts helps identify discrepancies and ensures that entries are accurate and complete. Double-checking the information entered into customer records helps mitigate errors and enhances the reliability of the data stored.

In addition to documenting sales transactions, capturing and recording other customer interactions such as inquiries, complaints, or feedback provides valuable context and insights. These interactions offer a deeper understanding of customer preferences and behaviors, enriching the completeness of customer profiles and enabling businesses to tailor their offerings and services more effectively.

Adhering to data security and privacy regulations is paramount when documenting sales and managing customer records. Ensuring compliance with standards such as GDPR or CCPA safeguards sensitive customer information from unauthorized access or breaches. Implementing robust measures to protect data and adhering to legal requirements for data handling and storage instills customer confidence and mitigates risks associated with data privacy violations.

Utilizing sales data stored in customer records for reporting and analysis purposes is instrumental in deriving actionable insights. Generating reports to analyze sales trends, customer purchasing behavior, and performance metrics enables businesses to make informed decisions and formulate effective strategies for customer relationship management and business growth.

Training staff involved in sales documentation is essential for maintaining high standards of accuracy and consistency. Providing comprehensive training ensures that personnel understand the importance of meticulous record-keeping practices and adhere to established protocols for updating customer records. Clear guidelines and standards facilitate uniformity in data entry and ensure that best practices are followed across the organization.

Conducting periodic audits and quality assurance reviews of customer records helps identify areas for improvement and ensures the accuracy and reliability of the data over time. These assessments enable businesses to address discrepancies, update outdated information, and refine processes for documenting sales and managing customer relationships effectively.

Summary

- Effective customer service techniques include active listening, clear communication, empathy, problem-solving skills, and prompt responses to customer inquiries. These methods help build trust and ensure customer satisfaction.
- Essential documents typically include identification proof, income proof, address proof, and the specific forms related to the financial product, such as application forms and declarations.
- Ensuring that the product or service matches the customer's needs and financial situation is crucial to prevent dissatisfaction and potential legal issues.
- Confirming document availability avoids delays and ensures a smooth transaction process. It also helps in complying with regulatory requirements.
- This is critical for maintaining legal compliance, ensuring the legitimacy of the transaction, and protecting both the customer and the financial institution.
- Feedback can be collected through surveys, interviews, suggestion boxes, and online reviews. Analyzing and acting on feedback helps improve services and customer satisfaction.
- High customer satisfaction leads to customer loyalty, positive word-of-mouth, and repeat business, which are essential for long-term success.
- Clearly explaining contracts and important information ensures that customers understand their commitments and the terms of service, reducing misunderstandings.
- Detailed explanations about product features and benefits help customers make informed decisions and enhance their overall experience.
- Addressing queries about products, services, terms, and legalities promptly and accurately builds trust and prevents potential conflicts.
- Following standard procedures for document collection ensures compliance and smooth processing of sales transactions.
- Effectively communicating new offerings and promotions can enhance customer engagement and increase sales.
- Keeping accurate and up-to-date customer records helps in maintaining a clear history of interactions and transactions, which is vital for customer service and regulatory compliance.

Exercise

Multiple Choice Questions

1. Which of the following is a critical customer service technique for building trust?
 - a. Ignoring customer complaints
 - b. Active listening
 - c. Delaying responses
 - d. Providing vague answers

2. Why is it important to confirm the availability of required documents with the customer before finalizing a sale?
 - a. To increase the paperwork
 - b. To ensure a smooth transaction process
 - c. To delay the transaction
 - d. To reduce sales

3. What is the main reason for confirming the suitability of a product/service with the customer?
 - a. To sell more products
 - b. To prevent customer dissatisfaction and potential legal issues
 - c. To extend the sales process
 - d. To confuse the customer

4. Which method is NOT effective for collecting customer feedback?
 - a. Surveys
 - b. Suggestion boxes
 - c. Ignoring online reviews
 - d. Interviews

5. What is the benefit of achieving high levels of customer service and satisfaction?
 - a. Increased customer complaints
 - b. Decreased customer loyalty
 - c. Positive word-of-mouth and repeat business
 - d. Higher employee turnover

Descriptive Questions

1. Explain how active listening and empathy can improve customer service experiences.
2. Describe the types of documents typically required for the sale of financial products and services.
3. Discuss the steps involved in ensuring a product or service is suitable for a customer's needs.
4. Analyze the impact of collecting and acting on customer feedback for a financial services company.
5. Explain the process and importance of maintaining accurate and updated customer records after a sale.

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Scan the QR codes or click on the link to watch the related videos



https://www.youtube.com/watch?v=S_e1j54TRns

Good Customer Service - Let Customers Know You Appreciate Them



<https://www.youtube.com/watch?v=DgjhpJXayT4>

Overview of Sales documents



<https://www.youtube.com/watch?v=0k1Nj8cRlzk>

A Better Answer How to Handle Customer Complaints





3. Manage Sales and Post-Sales Activities

Unit 3.1 - On-Boarding Customers

Unit 3.2 - Performing After-Sales Activities



Key Learning Outcomes

By the end of this module, the participants will be able to:

1. List various documents required for the application
2. Explain appropriate ways to cross-verify the application form for correct details and verifying the documents with the originals
3. State the significance of confirming the basic eligibility of the customer before initiating the application for the service/product
4. Discuss the standard procedure to process the application form for the submission as per the TAT and submit the applications to the operation/credit team for further processing
5. Explain the importance of providing feedback and keeping the customer updated on the application status
6. State the significance of conducting smooth onboarding of the customer with the company and providing ongoing support to the customers
7. Describe the procedure to maintain customer records using the automated system
8. Discuss customer service standards
9. State the significance of ensuring high levels of customer satisfaction through excellent sales service
10. Role play on how to assist the customers in filling up the application form
11. Perform appropriate steps to collect all relevant KYC, banking, and financial documents from the customer
12. Dramatize how to apprise the customer of their responsibilities and duties as per the agreement and interact with them after sales or contract signings to resolve problems or complaints
13. Draft a sample monthly sales report
14. Role play on how to present sales reports to the higher management

UNIT 3.1: On-Boarding Customers

Unit Objectives

By the end of this unit, the participants will be able to:

1. Elaborate on the different types of documents required for customer onboarding
2. Elucidate the importance of cross-verification of customer documents, and applications
3. Describe the eligibility of customers to their concerns
4. Exemplify the process of sales onboarding within TAT
5. Elaborate on the process of application submission
6. Exemplify the standards of customer satisfaction

3.1.1 Checking on Customer Eligibility

Checking customer eligibility serves several significant purposes in various industries, particularly in financial services, healthcare, and insurance:

- **Risk Mitigation:** Verifying eligibility helps mitigate risks associated with providing services or products to individuals who may not meet certain criteria, such as creditworthiness in financial services or health conditions in insurance.
- **Compliance:** Many industries are regulated, requiring businesses to ensure that they provide services only to eligible individuals. Checking eligibility helps ensure compliance with relevant laws and regulations, such as anti-money laundering laws or healthcare regulations.
- **Fairness and Equity:** Confirming eligibility ensures fairness and equity in accessing services or benefits. It prevents discrimination and ensures that resources are allocated fairly among eligible individuals.
- **Control:** By ensuring that only eligible customers receive services or benefits, businesses can control costs and avoid providing resources to individuals who are not entitled to them.
- **Customer Satisfaction:** Checking eligibility upfront can prevent misunderstandings or frustrations later on if a customer is deemed ineligible after receiving a service or product. It ensures that customers receive only what they are entitled to, which can enhance satisfaction and trust in the business.
- **Efficiency:** Streamlining processes by automating eligibility checks can improve operational efficiency, reducing manual effort and the potential for errors.

Methods of Checking Customer Eligibility

There are several methods for checking customer eligibility across different industries and contexts. Here are some common approaches:

- **Application Forms:** Customers fill out application forms with relevant information, such as personal details, financial information, or health status. The information provided is then verified against eligibility criteria.
- **Documentation Review:** Customers provide supporting documentation, such as identification, income statements, or medical records. These documents are reviewed to confirm eligibility based on predefined criteria.

- **Online Verification Tools:** Utilizing online databases or verification tools to check eligibility criteria instantly. This could include credit checks, identity verification services, or databases of eligible beneficiaries.
- **Interviews or Assessments:** Conduct interviews or assessments to gather additional information and assess eligibility criteria. This method is common in healthcare, where medical professionals assess patients' health status.
- **Automated Systems:** Implementing automated systems that evaluate eligibility based on predefined rules and criteria. These systems can process large volumes of applications quickly and efficiently.
- **Third-Party Checks:** Collaborating with third-party organizations or agencies to verify eligibility criteria. For example, financial institutions may use credit reporting agencies to assess creditworthiness.
- **Manual Review:** In some cases, eligibility may need to be confirmed manually by trained personnel, particularly for complex cases or when automated systems are unable to provide a definitive answer.
- **Self-Service Portals:** Providing customers with self-service portals where they can input their information and receive instant feedback on their eligibility status. This empowers customers to proactively check their eligibility before applying for services or products.
- **Integration with Existing Systems:** Integrating eligibility checks into existing systems or workflows to streamline the process and ensure consistency across different channels.
- **Regular Audits:** Conduct regular audits or reviews to ensure ongoing compliance with eligibility criteria and identify any discrepancies or issues that need to be addressed.

Types of Customer eligibilities

Customer eligibility criteria vary depending on the industry, product, or service being offered. Here are some common types of customer eligibility:

- **Financial Eligibility:** This type of eligibility assesses a customer's financial status to determine their ability to afford a product or service. It may include criteria such as income level, credit score, debt-to-income ratio, and employment status. Financial eligibility is commonly used in banking, lending, and insurance industries.
- **Healthcare Eligibility:** Healthcare eligibility criteria determine whether a customer is eligible for specific healthcare services, treatments, or insurance coverage. This may include factors such as medical history, diagnosis, age, residency status, and insurance coverage.
- **Age-Based Eligibility:** Some products or services have age-based eligibility criteria, such as age restrictions for purchasing alcohol, tobacco, or certain financial products. Age eligibility is also relevant for services targeting specific age groups, such as senior discounts or student benefits.
- **Residency or Citizenship Eligibility:** Residency or citizenship eligibility criteria determine whether a customer meets the requirements based on their legal status in a particular country or region. This is common in government services, immigration processes, and some financial or healthcare programs.
- **Employment Eligibility:** Employment eligibility criteria assess whether a customer meets the requirements based on their employment status, such as being a full-time employee, part-time employee, self-employed individual, or unemployed. Employment eligibility may be relevant for accessing certain financial products, benefits, or discounts.
- **Education Eligibility:** Some products or services may require customers to meet specific educational criteria, such as having a high school diploma, college degree, or professional certification. Education eligibility is common in scholarship programs, job applications, and professional memberships.

- **Risk-Based Eligibility:** Risk-based eligibility criteria assess the level of risk associated with providing a product or service to a customer. This may include factors such as credit risk, health risk, or behavioural risk. Risk-based eligibility is commonly used in financial services, insurance, and lending industries.
- **Membership Eligibility:** Membership eligibility criteria determine whether a customer qualifies for membership in a particular organization, club, or association. This may include criteria such as profession, industry affiliation, geographic location, or demographic characteristics.
- **Need-Based Eligibility:** Need-based eligibility criteria assess whether a customer has a genuine need for a product or service based on their circumstances. This is common in social welfare programs, financial assistance programs, and charitable services.
- **Legal Eligibility:** Legal eligibility criteria assess whether a customer meets the legal requirements for accessing a product or service. This may include factors such as compliance with regulations, contractual agreements, or legal capacity.

3.1.2 Documents for Sales Onboarding

Customer documents play a crucial role in the sales onboarding process, enabling businesses to verify identities, comply with regulations, assess risk, tailor offerings, protect legal interests, enhance customer service, analyze data, and build trust with customers in the following manner:

- **Verification of Identity:** Customer documents, such as identification cards or passports, help verify the identity of the customer. This is crucial for ensuring that the person engaging in the sales process is who they claim to be, reducing the risk of identity theft or fraud.
- **Compliance Requirements:** Many industries, such as banking, insurance, and real estate, are subject to regulatory requirements that mandate the collection and verification of customer documents. Sales onboarding processes often include compliance checks to ensure that all necessary documentation is obtained and verified by relevant laws and regulations.
- **Risk Assessment:** Customer documents provide valuable information that can be used to assess the risk associated with onboarding a new customer. For example, financial documents such as bank statements or tax returns can help assess the customer's financial stability and creditworthiness.
- **Tailored Offerings:** Customer documents may contain information that enables sales representatives to understand the customer's needs, preferences, and financial situation better. This knowledge allows sales teams to tailor their offerings more effectively, providing products or services that are better suited to the customer's circumstances.
- **Legal Protection:** Proper documentation of the sales onboarding process helps protect both the customer and the business legally. Signed contracts, agreements, and disclosure documents provide evidence of the terms agreed upon during the sales process, reducing the likelihood of disputes or misunderstandings later on.
- **Customer Service:** Customer documents serve as a reference point for ongoing customer service interactions. Sales representatives can refer back to the documentation collected during the onboarding process to better understand the customer's history, preferences, and any previous agreements or commitments.
- **Data Analysis and Reporting:** Customer documents contribute to data collection efforts, enabling businesses to analyze trends, track performance metrics, and generate reports on sales activities. This information can be used to identify areas for improvement, optimize sales strategies, and make data-driven decisions.

- **Building Trust and Credibility:** By demonstrating a commitment to thoroughness and transparency in the onboarding process, businesses can build trust and credibility with customers. Collecting and handling customer documents securely and responsibly can enhance the customer's perception of the business and increase their confidence in its products or services.

1. Types of Customer Documents needed for sales onboarding

The types of customer documents needed for sales onboarding can vary depending on the industry, the specific products or services being offered, and regulatory requirements. However, here are some common types of customer documents that are often required during the sales onboarding process:

KYC Documents: These include government-issued identification such as driver's licenses, passports, national identity cards, or other forms of official identification. These documents are used to verify the customer's identity and ensure compliance. These are of the following categories;

Category	Description	Examples
Primary Identification Documents	Documents that establish your identity	Passport, National Identity Card, Driver's License
Secondary Identification Documents	Documents that support your primary identification	Utility bills, Bank statements, Rental agreements
Proof of Address	Documents that verify your place of residence	Same as Secondary Identification Documents
Authorization Forms	Documents granting permission for specific actions	Signed forms allowing access to information
Supporting Documents: Legal Documents	Documents used for legal purposes	Contracts, Agreements, Legal disclosures, Power of attorney

2. Banking and Financial Documents

- **Financial Documents:**
 - Bank statements
 - Tax returns
 - Pay stubs
 - Investment statements
- **Insurance Documents:**
 - Insurance policies
 - Policy declarations
 - Proof of coverage

3. Additional documents

- **Legal Documents:**
 - Contracts
 - Agreements
 - Legal disclosures
 - Power of attorney

- **Healthcare Documents:**
 - Medical records
 - Prescriptions
 - Health insurance information
- **Business Documents (for corporate customers):**
 - Business licenses
 - Articles of incorporation
 - Corporate resolutions
 - Beneficial ownership information
- **Trust Documents (for trust customers):**
 - Trust deeds
 - Letters of wishes
 - Trustees' resolutions
 - Beneficiary details

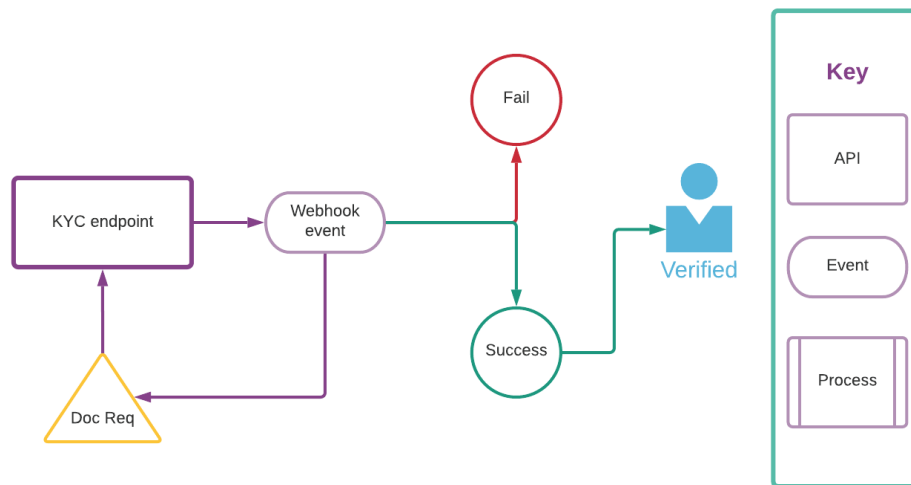


Fig. 3.1.1: Customer Documentation workflow

3.1.3 Document Verification Before Application Processing

Document verification before application processing holds significant importance for various reasons:

- **Identity Verification:** Ensures that the individual applying for a service or product is who they claim to be, reducing the risk of identity theft, fraud, or impersonation.
- **Compliance:** Helps businesses comply with legal and regulatory requirements, such as Know Your Customer (KYC), Anti-Money Laundering (AML), and Counter-Terrorism Financing (CTF) regulations, which mandate the verification of customer identities and documentation.
- **Risk Mitigation:** Verifies the accuracy and authenticity of information provided by applicants, reducing the risk of providing services or products to ineligible or fraudulent individuals.
- **Financial Prudence:** Assists in assessing the financial stability and creditworthiness of applicants, enabling businesses to make informed decisions about extending credit, offering loans, or providing financial services.

- **Prevents Errors and Omissions:** Helps identify errors, inconsistencies, or missing information in application forms or supporting documents, reducing the likelihood of processing delays or inaccuracies.
- **Enhances Trust and Credibility:** Demonstrates a commitment to due diligence and integrity, building trust and credibility with customers, partners, and regulatory authorities.
- **Legal Protection:** Provides legal protection by documenting the verification process and ensuring that all necessary steps have been taken to authenticate customer identities and documentation.
- **Prevents Fraud and Financial Crimes:** Helps detect and prevent fraudulent activities, such as identity theft, money laundering, or financial scams, safeguarding the interests of both businesses and customers.
- **Improves Operational Efficiency:** Streamlines the application processing workflow by ensuring that only complete and accurate applications are processed, reducing the need for manual intervention and rework.
- **Customer Satisfaction:** Enhances the overall customer experience by minimizing processing delays, errors, or misunderstandings, leading to smoother and more efficient transactions.

Steps involved in document verification

The steps involved in the verification of customer documents may vary depending on the industry, regulatory requirements, and the specific policies and procedures of the organization. However, here's a general outline of the typical steps involved in the verification process:

- **Submission of Documents:** Customers submit their documents either physically or electronically, depending on the organization's preferred method of document submission. This could be through online portals, email, fax, or in-person at a branch or office.
- **Document Collection:** The organization collects the submitted documents and ensures that all required documents are included. This may involve checking for completeness and accuracy, verifying that all necessary forms have been filled out, and confirming that the documents are valid and up-to-date.
- **Document Review:** Trained personnel review the submitted documents to verify their authenticity, accuracy, and compliance with regulatory requirements. This may include checking for security features, such as watermarks or holograms, comparing information across multiple documents for consistency, and assessing the validity of supporting documents.
- **Identity Verification:** If the documents include identification, such as a passport or driver's license, the organization verifies the customer's identity by comparing the information on the document with other sources of information, such as databases or third-party verification services.
- **Address Verification:** If the documents include proof of address, such as a utility bill or bank statement, the organization verifies the customer's address by confirming that it matches the address provided in the application and conducting additional checks if necessary.
- **Financial Verification:** If the documents include financial information, such as bank statements or tax returns, the organization verifies the accuracy and authenticity of the financial data provided. This may involve comparing the information with other financial records, conducting credit checks, or verifying income sources.
- **Document Authentication:** The organization authenticates the submitted documents to ensure that they have not been forged, altered, or tampered with. This may involve using advanced authentication techniques, such as document scanning, digital signatures, or forensic analysis, to detect any signs of fraud or manipulation.

- **Record Keeping:** The organization maintains detailed records of the verification process, including copies of the documents submitted, notes on the verification steps taken, and any discrepancies or issues identified during the process. This documentation helps demonstrate compliance with regulatory requirements and provides a record of due diligence.
- **Decision Making:** Based on the results of the verification process, the organization decides the customer's eligibility for the requested products or services. This decision may be communicated to the customer, along with any additional steps required to complete the application process.
- **Follow-Up:** In some cases, additional verification steps or documentation may be required. The organization follows up with the customer to request any additional information or clarification needed to complete the verification process successfully.

3.1.4 Onboarding assistance to the customers by SA

Sales onboarding assistance involves providing support, resources, and guidance to newly hired sales representatives as they transition into their roles within an organization. This comprehensive process aims to equip sales professionals with the knowledge, skills, and tools necessary to succeed in their positions and contribute to the company's sales objectives effectively. It typically includes training sessions, mentorship programs, access to sales tools and resources, ongoing coaching and feedback, as well as integration into the company culture and processes. Sales onboarding assistance ensures that new hires are equipped to understand the products or services offered, navigate sales processes, build relationships with customers, and ultimately drive revenue growth for the organization. The sales onboarding assistance is provided to the bank customers in the following manner;

1. Confirming the eligibility of the customer

Verifying customer eligibility after document submission involves the process of reviewing the submitted documents to ensure that the customer meets the necessary criteria to access the products or services offered by the organization. This verification typically includes assessing the authenticity, accuracy, and completeness of the documents provided, as well as confirming that the information aligns with the organization's eligibility requirements and regulatory standards. Depending on the industry and specific requirements, additional checks such as identity verification, financial assessment, and compliance screening may also be conducted to confirm eligibility.

2. Provide Application assistance within TAT

Providing application fill-up assistance within TAT (Turnaround Time) involves offering timely and efficient support to customers during the process of completing application forms or documentation required for accessing products or services. This assistance ensures that customers receive guidance, clarification, and support as they navigate through the application process, helping them accurately provide the necessary information and documentation within the stipulated timeframe.

3.1.5 Significance of application cross-verification by the SA

Cross-verification of application forms involves the process of independently confirming the accuracy and consistency of the information provided by applicants across multiple documents or sources. This verification typically includes comparing the details submitted in the application form with supporting documentation, such as identification cards, financial records, or other relevant paperwork. By conducting cross-verification, organizations can detect and prevent errors, inconsistencies, or fraudulent activities, ensuring that only valid and reliable information is used in the decision-making process through the following stages:

- **Accuracy Assurance:** Cross-verification helps ensure that the information provided in the application is accurate and consistent across different documents or sources. By comparing and confirming details such as identity, address, and financial information, organizations can reduce the risk of errors, omissions, or discrepancies that could lead to processing delays or inaccuracies.
- **Fraud Prevention:** Cross-verification is an essential tool for detecting and preventing fraudulent activities, such as identity theft, falsification of documents, or misrepresentation of information. By independently verifying the information provided in the application, organizations can identify inconsistencies or red flags that may indicate fraudulent behaviour and take appropriate measures to mitigate risks.
- **Compliance Assurance:** Many industries are subject to regulatory requirements that mandate the verification of customer information and documentation. Cross-verification helps organizations demonstrate compliance with these regulations by ensuring that all necessary checks and due diligence measures have been performed before processing the application.
- **Risk Mitigation:** Cross-verification allows organizations to assess the level of risk associated with processing an application by confirming the accuracy and reliability of the information provided. This helps mitigate the risk of providing services or products to ineligible or high-risk individuals, thereby safeguarding the organization's interests and minimizing potential losses.
- **Enhanced Trust and Credibility:** By implementing rigorous cross-verification processes, organizations can enhance trust and credibility with customers, partners, and regulatory authorities. Demonstrating a commitment to accuracy, integrity, and compliance instils confidence in stakeholders and strengthens the organization's reputation in the marketplace.
- **Operational Efficiency:** While cross-verification may add an extra layer of scrutiny to the application process, it ultimately contributes to operational efficiency by reducing the likelihood of processing errors, rework, or disputes. By confirming the accuracy of information upfront, organizations can streamline their operations, improve workflow efficiency, and allocate resources more effectively.

3.1.6 SOP for Application processing within TAT

SOPs are essential for ensuring consistency, accuracy, compliance, efficiency, risk management, accountability, and continuous improvement in application processing. By establishing clear guidelines and procedures, organizations can optimize their operations, minimize risks, and deliver superior service to customers. Standard Operating Procedures (SOPs) play a crucial role in application processing for several reasons through the following stages:

- **Receive Application Form:** The sales associate receives the application form from the customer either in person, via mail, email, or through an online portal.
- **Review Application Requirements:** The sales associate carefully reviews the application form to understand the requirements, guidelines, and instructions provided. They make note of any specific documentation or information requested by the organization.

- **Assist Customer if Needed:** If the customer has questions or needs assistance with completing the application form, the sales associate provides guidance and clarification as needed. They ensure that the customer understands the requirements and helps them gather any missing information or documentation.
- **Verify Completeness:** The sales associate checks the application form for completeness, ensuring that all required fields are filled out and that the information provided is accurate and legible. They also verify that the customer has signed and dated the form where necessary.
- **Cross-Verification of Information:** The sales associate cross-verifies the information provided in the application form with any supporting documentation submitted by the customer. They ensure consistency and accuracy between the application form and the accompanying documents.
- **Check for Errors:** The sales associate reviews the application form for any errors, inconsistencies, or discrepancies that may need correction or clarification. They double-check spelling, numerical data, and other details to minimize errors.
- **Attach Supporting Documents:** If required, the sales associate attaches any supporting documents provided by the customer to the application form. They ensure that all necessary documents are included and securely attached.
- **Confirm Compliance:** The sales associate confirms that the application form and supporting documents comply with organizational requirements, industry regulations, and legal standards. They ensure that all necessary disclosures, agreements, and consents are included where applicable.
- **Record Keeping:** The sales associate maintains detailed records of the application form processing activities, including copies of the completed form, supporting documents, and any communication with the customer. This documentation helps ensure accountability and transparency in the application processing process.
- **Prepare for Submission:** Once the application form and supporting documents have been reviewed and verified, the sales associate prepares the application package for submission. They follow any specified submission instructions, such as mailing, scanning, or uploading the documents to a designated portal.
- **Submit Application:** The sales associate submits the completed application form and supporting documents to the appropriate department or authority for further processing. They ensure that the submission is made within the specified timeframe and according to organizational procedures.
- **Confirmation of Submission:** If applicable, request confirmation of the submission of the application form and supporting documents. Keep a copy of the submitted materials for your records and note any reference numbers or confirmation details provided.
- **Follow-Up as Needed:** After submission, the sales associate follows up with the customer to confirm receipt and updates on the status of the application. They address any additional requirements or inquiries from the customer and facilitate communication between the customer and relevant stakeholders as needed.
- **Application Assessment:** SAs review the application to assess the eligibility of the customer for the requested products or services. This may involve evaluating financial information, credit history, and other relevant criteria based on established guidelines and policies.
- **Decision Making:** Based on the assessment, SAs decide on the approval, rejection, or further review of the application. Decisions are made by predefined criteria, regulatory requirements, and risk management considerations.
- **Communication with Customers:** SAs communicate the decision on the application to the customer in a timely and professional manner. This may include notifying customers of approval, requesting additional information or documentation, or informing them of the reasons for rejection.
- **Escalation:** SAs follow up with customers as needed to address any outstanding issues, provide updates on the status of their applications, or request additional information. In cases where

further review or escalation is required, SAs escalate the application to the appropriate department or management level for further action.

- **Record Keeping:** SAs maintain detailed records of all application processing activities, including copies of the application, supporting documents, decision outcomes, and any communication with customers. This documentation ensures transparency, accountability, and compliance with regulatory requirements.
- **Continuous Improvement:** Participate in ongoing training and development activities to enhance their knowledge, skills, and proficiency in application processing. They also provide feedback on the process to identify areas for improvement and implement best practices to streamline operations and enhance customer satisfaction.

3.1.7 Final Cross-check of customer's documents and forms before submission by the SA

Standard Operating Procedures (SOPs) for verifying submitted documents with the originals involve several steps to ensure accuracy, authenticity, and compliance. Here's a typical workflow for this process:

- **Document Reception:** Upon receiving submitted documents from the customer, the receiving personnel or designated team acknowledges receipt and logs the documents into a tracking system or register. This ensures accountability and traceability throughout the verification process.
- **Document Comparison:** A trained verifier compares each submitted document with its original counterpart to ensure consistency and accuracy. This comparison includes verifying details such as names, addresses, dates, signatures, and any other relevant information.
- **Visual Inspection:** The verifier visually inspects each document for signs of tampering, alterations, or forgery. This may include checking for discrepancies in fonts, colours, watermarks, seals, or other security features that indicate potential fraud.
- **Physical Examination:** For physical documents, such as identification cards or certificates, the verifier examines the paper quality, printing techniques, and other physical characteristics to assess authenticity. They may also use magnification tools or UV lights to detect hidden security features.
- **Verification of Signatures:** If the documents contain signatures, the verifier compares them with known signatures or reference samples to confirm authenticity. This may involve using signature verification software or consulting with handwriting experts if necessary.
- **Use of Technology:** In cases where digital documents are submitted, the verifier uses appropriate software tools to authenticate electronic signatures, timestamps, encryption, and other digital security measures. They verify the integrity of the electronic files to ensure they have not been tampered with.
- **Cross-Referencing Information:** The verifier cross-references the information provided in the submitted documents with other sources of information, such as internal databases, third-party verification services, or government registries. This helps validate the accuracy and legitimacy of the information.
- **Documentation of Findings:** The verifier maintains detailed records of the verification process, documenting observations, findings, and any discrepancies identified during the comparison. This documentation serves as evidence of due diligence and may be used for audit or compliance purposes.
- **Resolution of Discrepancies:** If discrepancies or inconsistencies are identified during the verification process, the verifier follows established procedures to resolve them. This may involve contacting

the customer for clarification, requesting additional documentation, or escalating the issue to a supervisor or relevant authority for further investigation.

- **Final Verification and Approval:** Once the verification process is complete, the verifier confirms the authenticity and accuracy of the submitted documents and either approves or rejects them based on the findings. Approved documents are cleared for further processing, while rejected documents are returned to the customer with instructions for correction or resubmission.

3.1.8 SOP for Application Submission to operations/credit department for further application processing

By following this SOP, sales associates can ensure that application packages are submitted accurately, efficiently, and in compliance with organizational standards, ultimately contributing to a positive customer experience and successful application outcomes.

3.1.9 Providing Customer Application Status Feedback and Updates

Providing feedback and current status updates to customers on their applications is crucial for maintaining transparency, managing expectations, and delivering excellent customer service. Here's a standard operating procedure (SOP) for this process:

- **Application Acknowledgment:** Upon receiving the customer's application, the organization sends an acknowledgement email or message to confirm receipt of the application. This communication includes a reference number or tracking ID for the customer to use for future inquiries.
- **Initial Review and Processing:** The application undergoes an initial review and processing by the relevant department (e.g., credit/operations). During this stage, the organization may gather additional information or documentation from the customer if needed.
- **Status Update Interval:** The organization establishes a standard interval for providing status updates to customers, such as weekly or bi-weekly. This ensures that customers receive timely updates without overwhelming them with frequent communications.
- **Update Communication:** At each status update interval, the organization sends a communication to the customer informing them of the current status of their application. This communication may include information such as:

Confirmation of receipt of additional documentation (if applicable).

- Progress made on the application review process.
- Any outstanding requirements or actions needed from the customer.
- Anticipated timeline for a decision or next steps.

Customized Communication: If there are significant developments or changes in the application status, the organization provides customized communication to the customer outside of the standard update interval. This ensures that customers are promptly informed of important updates that may impact their application.

- **Multiple Communication Channels:** The organization offers multiple channels for customers to receive updates on their application, such as email, SMS, phone calls, or an online portal. This accommodates customer preferences and ensures accessibility to information.
- **Customer Inquiry Handling:** The organization establishes clear procedures for handling customer inquiries about their application status. Customer service representatives are trained to provide accurate and consistent information and to escalate inquiries to the appropriate department if needed.
- **Documented Communication:** All communication with customers regarding their application status is documented in the organization's customer relationship management (CRM) system or application tracking system. This ensures a comprehensive record of interactions and helps maintain accountability.
- **Feedback Collection:** After the application process is complete, the organization solicits feedback from the customer about their experience. This feedback helps identify areas for improvement in the application process and enhances overall customer satisfaction.
- **Continuous Improvement:** Based on customer feedback and process performance metrics, the organization continuously reviews and improves its application status update process to enhance efficiency, accuracy, and customer satisfaction.

UNIT 3.2: Performing After-Sales Activities

Unit Objectives

By the end of this unit, the participants will be able to:

1. Describe the duties and responsibilities of the customer
2. Demonstrate the different standards of service/product agreement
3. Elaborate on the standard procedures for maintaining customer follow-ups
4. Elaborate the steps of maintaining customer satisfaction
5. Describe the steps of maintaining customer records
6. Elucidate the steps of maintaining sales reports and analysing data

3.2.1 Customer Duties and Responsibilities

It is the job of the SA to keep the customers informed of their responsibilities, rights, duties, and limitations to ensure excellent customer service experience and compliance with regulatory standards.

1. Glimpse on customer responsibilities

The following marks the list of customer responsibilities towards their applications;

- **Providing Accurate Information:** Customers are responsible for providing accurate and truthful information when completing application forms, making purchases, or entering into agreements with the organization. This includes personal details, contact information, financial information, and any other relevant data required for the transaction.
- **Complying with Terms and Conditions:** Customers are expected to read, understand, and comply with the terms and conditions associated with the products or services they are purchasing or using. This includes adhering to payment terms, usage policies, and any other contractual obligations outlined by the organization.
- **Payment Obligations:** Customers are responsible for paying for the products or services they have purchased by the agreed-upon terms and conditions. This may involve making timely payments, adhering to payment schedules, and ensuring that sufficient funds are available to cover the cost of the transaction.
- **Maintenance and Care:** Customers are responsible for the proper maintenance and care of the products or equipment they have purchased or leased from the organization. This includes following manufacturer guidelines, performing routine maintenance tasks, and taking precautions to prevent damage or misuse.
- **Security and Confidentiality:** Customers are responsible for safeguarding their account credentials, personal information, and any confidential data shared with the organization. This helps prevent unauthorized access, identity theft, and fraud.
- **Communication and Cooperation:** Customers are expected to communicate effectively with the organization and cooperate with its representatives to resolve any issues or concerns that may arise. This includes providing additional information when requested, responding to inquiries promptly, and following the organization's escalation procedures if necessary.
- **Feedback and Suggestions:** Customers are encouraged to provide feedback, suggestions, and constructive criticism to help the organization improve its products, services, and processes. This feedback helps identify areas for improvement and enhances the overall customer experience.

- **Compliance with Laws and Regulations:** Customers are responsible for complying with all applicable laws, regulations, and industry standards when using the organization's products or services. This includes adherence to consumer protection laws, data privacy regulations, and other legal requirements.
- **Respect and Consideration:** Customers are expected to treat the organization's staff, other customers, and its facilities with respect and consideration. This includes refraining from abusive language, harassment, or disruptive behaviour that may interfere with the organization's operations or the experiences of others.
- **Resolving Disputes Amicably:** In the event of a dispute or disagreement with the organization, customers are encouraged to seek resolution through amicable means, such as negotiation, mediation, or arbitration. This helps maintain positive relationships and avoids the need for costly and time-consuming legal proceedings.

2. The responsibility of the SA to inform the customer's responsibilities

Sales associates can effectively inform customers of their duties and responsibilities by integrating clear communication into their interactions. Here's how they can do it:

- **Initial Interaction:** During the initial interaction with the customer, the sales associate can briefly outline the key terms and conditions associated with the products or services being offered. This sets the stage for discussing the customer's responsibilities later in the process.
- **Educational Approach:** Sales associates can adopt an educational approach by providing informative materials, brochures, or FAQs that highlight the customer's duties and responsibilities. This allows customers to familiarize themselves with their obligations at their own pace.
- **Personalized Explanation:** When discussing specific products or services with a customer, the sales associate can provide a personalized explanation of the customer's duties and responsibilities based on their individual needs and circumstances. This helps make the information more relevant and actionable for the customer.
- **Point-of-Sale Disclosure:** At the point of sale, the sales associate can verbally summarize the customer's duties and responsibilities and provide written documentation, such as a contract or terms of service agreement, for the customer to review and acknowledge. This ensures that the customer is fully informed before making a purchase decision.
- **Interactive Discussion:** Engaging the customer in an interactive discussion allows the sales associate to address any questions or concerns the customer may have about their duties and responsibilities. This creates a dialogue that fosters understanding and clarity.
- **Highlighting Benefits:** In addition to discussing duties and responsibilities, sales associates can also highlight the benefits of fulfilling those obligations. Emphasizing how compliance contributes to a positive customer experience, product performance, or long-term satisfaction can motivate customers to take their responsibilities seriously.
- **Follow-Up Communication:** After the sale is completed, the sales associate can follow up with the customer to reinforce their understanding of their duties and responsibilities. This provides an opportunity to address any lingering questions or provide additional clarification as needed.
- **Documentation:** Providing written documentation of the customer's duties and responsibilities ensures that the information is accessible for reference at any time. Sales associates can encourage customers to review this documentation and reach out if they have any further questions or need assistance.

- **Friendly Reminder:** Sales associates can offer friendly reminders about the customer's duties and responsibilities during subsequent interactions or communications. This helps reinforce the importance of compliance and encourages ongoing engagement with the organization.
- **Positive Reinforcement:** Recognizing and acknowledging customers who consistently fulfil their duties and responsibilities can reinforce positive behaviour and encourage continued compliance. Sales associates can express appreciation for customers who actively contribute to a positive and mutually beneficial relationship.

3.2.2 After-sales customer interaction

After-sales customer interaction in banking services is crucial for maintaining customer satisfaction, building loyalty, and ensuring repeat business. Here's how banks typically handle post-sales interactions:

- **Thank You Messages:** Sending a personalized thank-you message after a customer makes a transaction or signs up for a new service can go a long way in making them feel appreciated.
- **Follow-Up Calls:** Banks often follow up with customers after a significant transaction or service request to ensure everything went smoothly and to address any concerns or questions they may have.
- **Feedback Requests:** Banks may solicit feedback from customers about their experience with a particular service or transaction. This feedback helps banks identify areas for improvement and shows customers that their opinions are valued.
- **Customer Surveys:** Conducting periodic customer surveys allows banks to gauge overall satisfaction levels and identify trends in customer preferences and behaviours.
- **Educational Resources:** Providing customers with educational resources on various banking products and services can help them make informed decisions and feel more confident about their financial choices.
- **Problem Resolution:** Promptly addressing any issues or complaints that arise after a sale is essential for maintaining customer trust and loyalty. Banks should have efficient processes in place for resolving customer problems and ensuring a positive outcome.
- **Upselling and Cross-Selling:** While not all post-sales interactions should focus on selling, there may be opportunities to suggest additional products or services that could benefit the customer based on their previous transactions or inquiries.
- **Personalized Communication:** Tailoring post-sales interactions to each customer's preferences and history with the bank can enhance the overall customer experience and strengthen the bank-customer relationship.
- **Regular Updates:** Keeping customers informed about any changes or updates to their accounts, services, or relevant banking policies demonstrates transparency and helps prevent misunderstandings or confusion.
- **Loyalty Programs:** Offering rewards or incentives for continued patronage can encourage repeat business and foster a sense of loyalty among customers.

After-sales support

1. Resolving problems and complaints

Resolving customer problems post-sales is a critical aspect of maintaining customer satisfaction and loyalty. Here's how a sales associate can effectively handle customer issues:

- **Active Listening:** When a customer approaches a problem, the sales associate should listen attentively to understand the issue fully. This involves allowing the customer to express their concerns without interruption and asking clarifying questions if needed.
- **Empathy and Understanding:** Demonstrating empathy towards the customer's situation helps to build rapport and reassure them that their concerns are being taken seriously. Acknowledging the customer's feelings and showing understanding can go a long way in diffusing tension and fostering a positive resolution.
- **Problem Identification:** The sales associate should work with the customer to identify the root cause of the problem. This may involve gathering additional information, reviewing transaction records, or consulting with other departments or colleagues as necessary.
- **Offering Solutions:** Based on the nature of the problem, the sales associate should propose practical solutions that address the customer's concerns effectively. This may involve providing a refund, issuing a replacement, adjusting account settings, or facilitating communication with relevant departments for further assistance.
- **Timely Resolution:** It's important to resolve customer problems promptly to minimize inconvenience and demonstrate commitment to customer satisfaction. The sales associate should take proactive steps to expedite the resolution process while keeping the customer informed of progress along the way.
- **Follow-Up:** After the problem has been resolved, the sales associate should follow up with the customer to ensure that they are satisfied with the outcome and to address any lingering concerns. This demonstrates a commitment to customer care and helps to reinforce the customer's trust in the bank.
- **Documentation:** It's essential to document the details of the customer's problem, the steps taken to resolve it, and any agreements or commitments made during the process. This information can be valuable for reference in case similar issues arise in the future and for tracking trends in customer feedback.
- **Learning and Improvement:** Resolving customer problems provides valuable opportunities for learning and improvement. Sales associates should reflect on the experience, identify any areas for improvement in processes or procedures, and provide feedback to relevant stakeholders to drive continuous improvement.

2. Resolving customer's complaints post-sales

Resolving customer complaints post-sales is a crucial aspect of ensuring customer satisfaction and loyalty in banking services. Here's a step-by-step guide for a sales associate to handle customer complaints effectively:

- **Listen Actively:** When a customer approaches with a complaint, the sales associate should listen attentively and empathetically. Let the customer express their concerns fully without interruption, demonstrating understanding and patience.
- **Acknowledge the Issue:** Acknowledge the validity of the customer's complaint and express genuine regret for any inconvenience or dissatisfaction they may have experienced. This acknowledgement helps validate the customer's feelings and sets a positive tone for resolution.
- **Gather Information:** Ask questions to gather all necessary details about the complaint, such as the nature of the problem, when it occurred, and any relevant transaction or account information. This information will help in understanding the issue fully and finding an appropriate solution.

- **Apologize and Take Responsibility:** Regardless of fault, offer a sincere apology to the customer for their negative experience. Taking ownership of the situation demonstrates accountability and a commitment to resolving the issue.
- **Offer Solutions:** Propose practical solutions to address the customer's complaint effectively. Depending on the nature of the issue, this could involve actions such as issuing a refund, providing compensation, correcting errors, or escalating the matter to higher authorities for further assistance.
- **Empowerment and Flexibility:** Empower sales associates with the authority and flexibility to resolve complaints within reasonable limits. This enables them to offer timely solutions without unnecessary delays or bureaucracy.
- **Document the Complaint:** Document the details of the customer's complaint, including the steps taken to address it and any agreements or resolutions reached. Accurate documentation helps in tracking the status of complaints and ensures consistency in handling similar issues in the future.
- **Follow-Up:** After resolving the complaint, follow up with the customer to ensure that they are satisfied with the outcome and to address any additional concerns they may have. This follow-up communication demonstrates a commitment to customer care and helps in retaining customer trust.
- **Learn and Improve:** Use customer complaints as opportunities for learning and improvement. Analyze the root causes of complaints to identify systemic issues or areas for enhancement in products, services, or processes. Provide feedback to relevant stakeholders to drive continuous improvement initiatives.
- **Maintain Communication:** Keep the lines of communication open with the customer even after the complaint has been resolved. Regularly check in to ensure that they are still satisfied and to address any new concerns that may arise, reinforcing the bank's commitment to customer satisfaction.

3.2.3 Customer Education

Customer education post-sales refers to the process of providing customers with the necessary information, resources, and support to understand and effectively utilize the products or services they have purchased. This includes delivering comprehensive documentation, offering personalized training sessions, organizing workshops or webinars, creating FAQs and knowledge bases, sending regular updates and newsletters, providing usage reports and analytics, soliciting feedback, and engaging with customers through various channels such as social media. The goal is to empower customers with the knowledge and skills needed to maximize the value of their purchases, fostering long-term satisfaction and loyalty. The following are the types of post-sales customer education.

- **Instruction:** After a sale in banking services, instructions to customers typically include guidance on various post-sales actions and resources available. This encompasses steps such as accessing account information online or through mobile banking apps, setting up automated bill payments or transfers, understanding the terms and conditions of the purchased products or services, updating personal information or preferences as needed, exploring additional banking features or offerings, and seeking assistance through customer support channels for any questions or issues that may arise. These instructions aim to empower customers to make the most of their banking experience, ensure smooth post-sales interactions, and foster ongoing satisfaction and engagement with the bank's services.

- **Procedural information:** Post-sales procedural information in banking services typically includes details on how customers can access and manage their accounts, make transactions, and seek assistance after completing a purchase. This encompasses instructions on logging into online banking platforms or mobile apps to view account balances, transaction history, and statements, as well as transferring funds between accounts, paying bills, setting up automatic payments or alerts, and ordering checks or debit cards. Additionally, procedural information may cover processes for reporting lost or stolen cards, disputing unauthorized transactions, updating contact information or account preferences, and accessing customer support services via phone, email, or in person at branch locations. This stage may also involve new products, announcements and services. By providing clear and comprehensive procedural information, banks aim to ensure that customers can navigate post-sales activities effectively and utilize banking services to their fullest extent.
- **Updates and Status:** In banking services, post-sales status and updates refer to the ongoing communication and information provided to customers after they have completed a transaction or acquired a product or service. This includes notifications about the status of their transactions, such as confirmation of successful payments or transfers, updates on the progress of any requests or applications submitted, alerts for upcoming account activities or events, and reminders for important dates or deadlines related to their accounts. Additionally, banks may provide updates on new features, enhancements, or changes to their services, as well as relevant industry news or regulatory updates that may affect customers. By keeping customers informed and up-to-date, banks aim to enhance transparency, build trust, and ensure a positive post-sales experience.

3.2.4 Customer Sales Support

Post-sales customer support encompasses various types of assistance provided to customers after they have made a purchase. Here are some common types of post-sales customer support:

- **Technical Support:** Assisting customers with technical issues or questions they encounter after purchasing a product, such as troubleshooting, software updates, or resolving compatibility issues.
- **Product Installation and Setup:** Guiding customers through the process of installing and setting up their purchased product, ensuring that it operates correctly and meets their expectations.
- **Training and Education:** Providing training sessions or educational resources to help customers understand how to use the product effectively and maximize its benefits.
- **Warranty and Returns:** Assisting customers with warranty claims, returns, exchanges, or repairs in case they encounter any issues with the product or are dissatisfied with their purchase.
- **Order Tracking and Delivery Updates:** Keeping customers informed about the status of their orders, including tracking information and estimated delivery dates, to provide peace of mind and transparency.
- **Account Management:** Helping customers manage their accounts, update personal information, modify subscriptions, or address billing inquiries or discrepancies.
- **Usage Assistance:** Offering ongoing support and guidance to customers as they continue to use the product, answering questions, providing tips, and troubleshooting any issues that may arise.
- **Feedback Collection and Surveys:** Soliciting feedback from customers about their post-purchase experience to identify areas for improvement and enhance future product offerings or customer support processes.
- **Community Forums and Knowledge Bases:** Creating online forums or knowledge bases where customers can find answers to common questions, share tips and best practices, and engage with other users for peer support.
- **Personalized Assistance:** Providing personalized assistance to customers based on their specific needs, preferences, and usage patterns, fostering stronger relationships and customer satisfaction.

By offering comprehensive post-sales customer support, businesses can enhance customer satisfaction, build trust and loyalty, and ultimately drive repeat business and referrals.

3.2.5 Ongoing Sales Support

Ongoing sales support refers to the provision of assistance, resources, and services to sales representatives or teams beyond the initial sale. It encompasses activities aimed at helping sales professionals effectively manage and nurture customer relationships throughout the entire customer lifecycle. Here's a breakdown of the meaning and components of ongoing sales support:

- **Customer Relationship Management (CRM):** Ongoing sales support often involves the use of CRM systems to track customer interactions, manage leads and opportunities, and maintain a centralized database of customer information. This enables sales representatives to stay organized and informed about their customers' needs and preferences.
- **Training and Development:** Providing continuous training and development opportunities for sales professionals is essential for ongoing sales support. This may include product training, sales techniques, negotiation skills, and customer relationship management strategies. Training sessions can be conducted regularly to keep sales teams updated on industry trends and best practices.
- **Marketing Collateral and Resources:** Sales support teams often provide sales representatives with marketing collateral, sales materials, and resources to aid them in their sales efforts. This may include product brochures, presentations, case studies, whitepapers, and demo scripts that help convey the value proposition of the product or service to potential customers.
- **Technical Support:** Offering technical support to address customer inquiries or issues related to product usage, installation, or troubleshooting is an important aspect of ongoing sales support. Sales representatives may collaborate with technical support teams to ensure that customers receive timely assistance and resolution of any technical issues.
- **Customer Service and Account Management:** Ongoing sales support involves maintaining regular communication with customers to address their needs, gather feedback, and build strong relationships. This may include follow-up calls, check-ins, and proactive outreach to ensure customer satisfaction and retention. Account management activities, such as renewals, upselling, and cross-selling, also fall under ongoing sales support.
- **Sales Enablement Tools and Technology:** Equipping sales teams with the necessary tools and technology to streamline their sales processes and improve productivity is critical for ongoing sales support. This may include CRM software, sales automation tools, analytics platforms, and communication tools that facilitate collaboration and efficiency.
- **Performance Monitoring and Feedback:** Ongoing sales support involves monitoring sales performance metrics and providing constructive feedback to help sales representatives improve their effectiveness. This may include regular performance reviews, coaching sessions, and recognition of achievements to motivate and incentivize sales teams.
- **Resolving Problems if any:** Resolving customer problems post-application requires a proactive and empathetic approach aimed at addressing the customer's concerns promptly and effectively. Sales associates listen attentively to the customer's issues, demonstrating empathy and understanding while gathering all relevant information to assess the situation comprehensively. They promptly communicate the problem to the appropriate department or personnel for resolution, advocating on behalf of the customer to ensure a timely and satisfactory outcome. Throughout the process, clear and transparent communication is maintained with the customer, providing regular updates on the progress of the resolution efforts and offering solutions or alternatives as needed. By prioritizing the customer's needs and concerns, sales associates aim to restore confidence, build trust, and cultivate a positive relationship with the customer post-application.

- **Resolving Complaints if any:** Resolving customer complaints post-application necessitates a swift and empathetic response to address the issue at hand effectively. Sales associates prioritize active listening, acknowledging the customer's frustration while gathering pertinent details to fully understand the problem. They then escalate the complaint to the appropriate channels, advocating for the customer's interests and ensuring a timely resolution. Transparent communication is maintained throughout the process, providing regular updates on the status of the resolution efforts and offering solutions or alternatives to mitigate any inconvenience caused. By demonstrating empathy, professionalism, and a commitment to customer satisfaction, sales associates strive to turn complaints into opportunities to strengthen customer relationship and foster long-term loyalty.

Ongoing support steps

Providing ongoing support to customers by a bank service sales associate is essential for maintaining customer satisfaction and loyalty. Here's how a sales associate can offer ongoing support:

- **Regular Check-Ins:** Sales associates can periodically reach out to customers to check on their satisfaction levels, inquire about any issues they may be experiencing, and offer assistance as needed.
- **Answering Queries:** Customers may have questions or concerns about their accounts, transactions, or banking products. Sales associates should be readily available to address these inquiries and provide clear, helpful answers.
- **Troubleshooting:** If a customer encounters any issues with their banking services, a sales associate should be equipped to troubleshoot the problem and guide the customer through the resolution process.
- **Providing Updates:** Sales associates can keep customers informed about any changes or updates to their accounts, services, or relevant banking policies. This ensures transparency and helps prevent misunderstandings or confusion.
- **Assistance with Account Management:** Sales associates can assist customers with managing their accounts, such as updating contact information, setting up alerts, or modifying account preferences.
- **Educational Support:** Many customers may benefit from additional guidance or education on how to make the most of their banking services. Sales associates can provide educational resources, tips, and advice to help customers optimize their financial management.
- **Product Recommendations:** Based on the customer's needs and preferences, sales associates can recommend additional banking products or services that may be beneficial. However, it's crucial to ensure that these recommendations are genuinely in the customer's best interest.
- **Resolving Complaints:** If a customer expresses dissatisfaction or raises a complaint, sales associates should handle the issue professionally and work towards a satisfactory resolution. This may involve escalating the matter to the appropriate department or manager if necessary.
- **Building Relationships:** Developing strong relationships with customers can lead to increased trust and loyalty. Sales associates should strive to personalize interactions, remember important details about customers, and demonstrate empathy and understanding.
- **Feedback Collection:** Sales associates can gather feedback from customers about their experiences with the bank's products and services. This feedback is valuable for identifying areas for improvement and enhancing the overall customer experience.

3.2.6 Automated Maintenance of Customer Records post application

Automated maintenance of customer records post-sales in banking services involves leveraging technology to efficiently update and manage customer information after a transaction or service has been completed. Here's how this process could work:

- **Data Integration:** Automated systems can integrate with various banking applications and databases to capture and update customer information seamlessly across multiple platforms. This ensures that customer records remain consistent and up-to-date across all channels.
- **Real-time Updates:** Whenever a transaction or service interaction occurs, the system automatically updates the customer's records in real time. This includes details such as account balances, transaction history, contact information, and any additional services or products purchased.
- **Automatic Notifications:** The system can trigger automated notifications to customers confirming their transaction or service request and providing relevant details. These notifications can be sent via email, SMS, or through the bank's mobile app, ensuring timely communication with customers.
- **Data Validation:** Automated processes can validate customer data to ensure accuracy and completeness. This may involve checking for missing or inconsistent information and flagging any discrepancies for manual review or correction.
- **Compliance Checks:** The system can automatically perform compliance checks to ensure that all customer records adhere to regulatory requirements and internal policies. This includes verifying customer identity, conducting anti-money laundering (AML) checks, and updating Know Your Customer (KYC) information as needed.
- **Customer Profiling:** Automated algorithms can analyse customer transaction data and behaviour to create personalized customer profiles. These profiles can help banks better understand their customers' needs and preferences, enabling them to offer targeted products and services.
- **Segmentation and Targeting:** Based on customer profiles and historical data, the system can segment customers into different groups for targeted marketing campaigns and promotions. This allows banks to tailor their communications and offerings to specific customer segments more effectively.
- **Data Security:** Automated systems employ robust security measures to protect customer data from unauthorized access or breaches. This includes encryption, access controls, and regular security audits to ensure compliance with data protection regulations.
- **Scalability and Flexibility:** Automated maintenance systems are designed to scale seamlessly as the customer base grows and evolves to accommodate changing business needs and regulatory requirements.
- **Analytics and Reporting:** The system can generate automated reports and analytics on customer interactions, trends, and performance metrics. This allows banks to gain valuable insights into customer behaviour and preferences, enabling data-driven decision-making and continuous improvement.

3.2.7 Sales Service Standards

Sales service standards in banking services encompass the guidelines and expectations that banks set for their staff to deliver high-quality sales experiences to customers. These standards typically include:

- **Product Knowledge:** Sales staff should possess comprehensive knowledge of the bank's products and services, including features, benefits, terms, and pricing, to effectively communicate their value to customers.
- **Customer Engagement:** Staff should engage with customers in a proactive, respectful, and courteous manner, actively listening to their needs, asking relevant questions, and providing personalized recommendations based on their financial goals and preferences.
- **Transparency and Disclosure:** Sales associates should provide clear and transparent information to customers about product offerings, fees, charges, terms and conditions, and any associated risks, ensuring that customers can make informed decisions.
- **Compliance and Ethics:** Staff should adhere to all relevant regulations, compliance standards, and ethical guidelines when promoting and selling banking products and services, ensuring fair treatment of customers and protecting their interests.
- **Accuracy and Integrity:** Sales staff should ensure the accuracy and integrity of all information provided to customers, including account details, transaction processing, and contractual agreements, to maintain trust and credibility.
- **Efficiency and Timeliness:** Staff should strive to serve customers efficiently and promptly, minimizing wait times, expediting transaction processing, and resolving inquiries or issues promptly to enhance customer satisfaction.
- **Follow-up and Relationship Building:** Sales associates should follow up with customers after sales interactions to ensure satisfaction, address any additional needs or concerns, and cultivate long-term relationships built on trust and loyalty.
- **Continuous Improvement:** Staff should actively seek feedback from customers and colleagues, participate in training and development programs, and stay updated on industry trends and best practices to continuously improve their sales skills and performance.

By adhering to these sales service standards, banks can ensure consistent delivery of exceptional customer experiences, foster customer loyalty, and achieve sustainable business growth.

3.2.8 Standards of Post-Sales Satisfaction

Post-sales service standards in banking services are essential for ensuring that customers receive ongoing support and assistance after completing a transaction or acquiring a product or service. These standards typically include:

- **Accessibility and Convenience:** Banks should provide multiple channels for customers to access post-sales support, such as phone, email, live chat, in-person assistance at branches, and self-service options through online banking platforms or mobile apps.
- **Prompt Issue Resolution:** Resolving any post-sales issues or concerns promptly, demonstrating attentiveness to customer needs and a commitment to rectifying any problems promptly.
- **Effective Communication:** Providing clear and transparent communication to customers regarding the status of their requests, updates on any issues or resolutions, and ensuring that they are kept informed throughout the process.
- **Professionalism and Courtesy:** Interacting with customers courteously and professionally, showing empathy, patience, and respect, even in challenging situations, to uphold a positive customer experience.

- **Timeliness:** Banks should respond promptly to customer inquiries, requests, or issues raised post-sales, aiming to resolve them within a reasonable timeframe to minimize inconvenience and demonstrate commitment to customer satisfaction.
- **Accuracy and Reliability:** Post-sales information provided to customers, such as account statements, transaction confirmations, or service updates, should be accurate, reliable, and consistent across all communication channels to maintain trust and credibility.
- **Personalization:** Banks should tailor post-sales interactions to each customer's specific needs, preferences, and circumstances, providing personalized assistance, recommendations, or solutions that address their requirements effectively.
- **Transparency:** Banks should be transparent about their post-sales processes, policies, and fees, providing clear and understandable information to customers about how their requests are handled, any associated costs, and what they can expect in terms of service delivery.
- **Resolution and Follow-up:** Banks should strive to resolve customer issues or complaints post-sales satisfactorily, taking ownership of the problem, providing a timely resolution, and following up with customers to ensure their satisfaction and address any lingering concerns.
- **Proactive Communication:** Banks should proactively communicate with customers post-sales to provide updates, reminders, or relevant information about their accounts, services, or upcoming events, enhancing engagement and keeping customers informed.
- **Security and Privacy:** Banks should prioritize the security and privacy of customer information post-sales, implementing robust measures to protect sensitive data, prevent unauthorized access or fraud, and comply with regulatory requirements.
- **Follow-up:** Follow up with customers after the resolution of any post-sales issues to ensure their satisfaction and gather feedback on their overall experience, allowing banks to continuously improve their services.
- **Feedback and Improvement:** Banks should actively seek feedback from customers about their post-sales experiences, using this input to identify areas for improvement, enhance service quality, and refine internal processes.
- **Consistency and Reliability:** Ensuring consistency and reliability in the delivery of post-sales services across all channels and touchpoints, so that customers can expect a consistently high level of service regardless of how they choose to interact with the bank.
- **Training and Development:** Banks should invest in ongoing training and development for staff involved in post-sales support, ensuring they have the necessary knowledge, skills, and resources to deliver exceptional service and uphold service standards effectively.

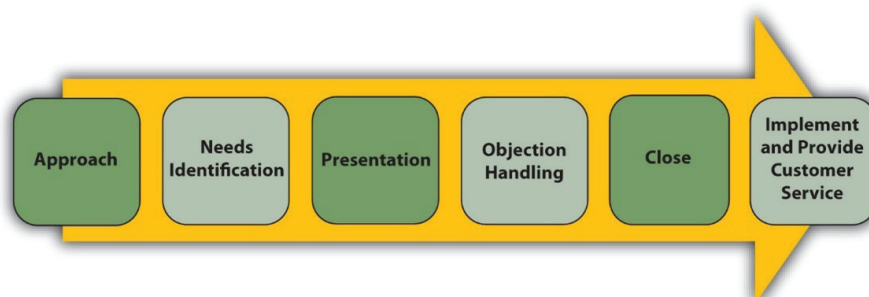


Fig. 3.2.1: Post-sales Services and Support

3.2.9 Post-Sales Reports Formats

In banking services, sales reports play a crucial role in tracking performance, identifying trends, and making informed decisions to drive business growth. Here are some common sales reports and formats used in banking services:

- **Transaction Volume Report:** This report provides an overview of the total number of transactions processed within a specific timeframe, segmented by transaction type (e.g., deposits, withdrawals, transfers) and channels (e.g., branch, ATM, online).
- **Revenue Report:** This report outlines the total revenue generated from various banking products and services, including interest income, fees, and commissions. It may also include a breakdown of revenue by product category or customer segment.
- **New Account Openings Report:** This report tracks the number of new accounts opened during a given period, including checking accounts, savings accounts, loans, and credit cards. It may also provide details on the sources of new account acquisitions, such as branch walk-ins, online applications, or referrals.
- **Cross-Selling and Upselling Report:** This report evaluates the effectiveness of cross-selling and upselling efforts by tracking the number of additional products or services sold to existing customers. It may include metrics such as the number of cross-selling opportunities identified, conversion rates, and revenue generated from cross-selling activities.
- **Customer Acquisition Report:** This report analyses the effectiveness of customer acquisition efforts by tracking the number of new customers acquired within a specific timeframe and the associated acquisition costs. It may also provide insights into the demographics and preferences of new customers.
- **Retention and Churn Report:** This report measures customer retention rates and identifies customers who have churned or closed their accounts. It may include metrics such as customer attrition rates, reasons for churn, and strategies for customer retention.
- **Product Performance Report:** This report evaluates the performance of individual banking products and services, including sales volume, revenue generated, customer satisfaction ratings, and market share analysis.
- **Channel Performance Report:** This report assesses the performance of different distribution channels, such as branches, online banking, mobile apps, and call centres, by tracking key metrics such as transaction volume, customer engagement, and channel profitability.
- **Sales Pipeline Report:** This report provides insights into the sales pipeline, including the status of leads, prospects, and opportunities, as well as sales forecasts, conversion rates, and expected revenue.
- **Executive Dashboard:** A summarized dashboard provides a high-level overview of key sales metrics, trends, and KPIs for senior management and decision-makers, allowing for quick insights into the bank's overall sales performance.

These reports can be presented in various formats, including tables, charts, graphs, and dashboards, to facilitate easy analysis and decision-making by bank management and stakeholders. Additionally, they can be generated regularly (daily, weekly, monthly, quarterly) to monitor performance over time and identify areas for improvement.

Body of post-sales service reports

Post-sales reports in banking services typically aim to provide insights into customer interactions, satisfaction levels, and issues encountered after a sale has been made. Here's a basic format for a post-sales report in banking services:

- **Report Title:** Indicate the purpose of the report, such as "Post-Sales Performance Report" or "Customer Satisfaction Report."
- **Date Range:** Specify the timeframe covered by the report, such as "Month of [Month/Year]" or "Quarter Ended [Month/Year]."
- **Executive Summary:** Provide a brief overview of the key findings and insights from the report, highlighting any significant trends, achievements, or areas of concern.
- **Customer Interactions:** Detail the types and volume of post-sales interactions with customers, including inquiries, complaints, feedback, and resolutions. Break down interactions by channel (e.g., phone, email, in-person) and category (e.g., account inquiries, product issues).
- **Customer Satisfaction Metrics:** Include metrics related to customer satisfaction, such as Net Promoter Score (NPS), Customer Satisfaction Score (CSAT), or Customer Effort Score (CES). Provide trends over time and comparisons to previous periods.
- **Issue Resolution:** Describe the resolution of customer issues or complaints, including response times, resolution rates, and customer feedback. Highlight any recurring issues or areas for improvement.
- **Product or Service Performance:** Assess the performance of specific banking products or services post-sales, including sales volume, usage patterns, customer feedback, and satisfaction ratings.
- **Channel Effectiveness:** Evaluate the effectiveness of different customer interaction channels (e.g., phone, email, online chat) in handling post-sales inquiries and issues. Identify channel preferences among customers and any disparities in service quality.
- **Customer Retention and Churn:** Analyze customer retention rates and identify factors contributing to customer churn or attrition post-sales. Highlight strategies for improving customer retention and reducing churn.
- **Recommendations and Action Items:** Based on the findings of the report, provide recommendations for improving post-sales processes, enhancing customer satisfaction, and addressing any identified issues or challenges. Include action items, responsible parties, and timelines for implementation.
- **Appendix:** Include any additional data, charts, or graphs that support the findings and analysis presented in the main body of the report.
- **Conclusion:** Summarize the key takeaways from the report and emphasize the importance of addressing post-sales issues and improving customer satisfaction to drive long-term business success.

By following this format, banks can effectively track post-sales performance, identify areas for improvement, and take proactive measures to enhance customer satisfaction and loyalty.

3.2.10 Post-Sales Data Analysis

Post-sales data analysis conducted by sales associates in banking services involves examining customer interactions, transaction data, and feedback to identify trends, opportunities, and areas for improvement. Here's a basic framework for conducting post-sales data analysis:

- **Customer Interaction Analysis:** Sales associates review post-sales interactions with customers, including inquiries, complaints, and feedback received through various channels such as phone calls, emails, chat messages, and in-person visits. They categorize interactions based on the nature of the inquiry or issue and analyze patterns to identify common themes or recurring problems.
- **Transaction Data Analysis:** Sales associates analyze transaction data to track customer behaviour and preferences after a sale. This may include reviewing transaction volumes, frequency, and

amounts, as well as identifying cross-selling or upselling opportunities based on customers' purchasing patterns.

- **Customer Feedback Analysis:** Sales associates examine customer feedback collected through surveys, reviews, or direct communication to gain insights into customer satisfaction levels and areas for improvement. They identify key themes, sentiments, and trends in the feedback to inform decision-making and action planning.
- **Product Performance Analysis:** Sales associates assess the performance of banking products and services post-sales by analyzing sales metrics, usage patterns, and customer feedback. They evaluate product adoption rates, customer satisfaction ratings, and revenue generated to identify successful products and areas for enhancement.
- **Channel Effectiveness Analysis:** Sales associates evaluate the effectiveness of different customer interaction channels (e.g., phone, email, online chat) in handling post-sales inquiries and issues. They assess response times, resolution rates, and customer satisfaction levels for each channel to optimize resource allocation and improve service quality.
- **Customer Retention Analysis:** Sales associates analyze customer retention rates and factors influencing customer churn or attrition post-sales. They identify common reasons for churn, such as dissatisfaction with product or service quality, and develop strategies to improve retention and loyalty.
- **Comparison and Benchmarking:** Sales associates compare post-sales performance metrics against predefined benchmarks or industry standards to assess the bank's performance relative to competitors and identify areas of strength or weakness.
- **Action Planning and Recommendations:** Based on the findings of the data analysis, sales associates develop action plans and recommendations for improving post-sales processes, enhancing customer satisfaction, and addressing identified issues or opportunities. They prioritize action items, assign responsibilities, and establish timelines for implementation.
- **Monitoring and Evaluation:** Sales associates monitor the implementation of action plans and regularly evaluate the impact on post-sales performance metrics. They adjust strategies as needed based on ongoing analysis and feedback to ensure continuous improvement.

3.2.11 Sales Data Management

The post-sales monthly reports are presented to higher management through a process called post-sales data management. Post-sales data management with higher management and authorities in banking services involves effectively organizing, analyzing, and presenting data to inform strategic decision-making and drive business growth. Here's how this process can be managed:

- **Data Collection and Aggregation:** Ensure that post-sales data from various sources, such as customer interactions, transactions, feedback, and performance metrics, are collected and aggregated into a centralized database or analytics platform. This may involve integrating data from CRM systems, transactional databases, customer surveys, and other sources.
- **Data Cleaning and Validation:** Cleanse and validate the post-sales data to remove duplicates, errors, and inconsistencies, ensuring its accuracy and reliability. Standardize data formats, resolve missing or incomplete data, and address any data quality issues to facilitate meaningful analysis.
- **Data Analysis and Visualization:** Analyze the post-sales data using advanced analytics tools and techniques to uncover insights, trends, and patterns. Utilize data visualization techniques such as charts, graphs, and dashboards to present key findings in a clear and actionable manner. Focus on metrics relevant to higher management and authorities, such as customer satisfaction scores, retention rates, revenue growth, and market share.

- **Performance Reporting:** Prepare regular performance reports summarizing post-sales data analysis findings for presentation to higher management and authorities. Customize reports to highlight key metrics, trends, and actionable insights relevant to their decision-making responsibilities. Present data in a visually appealing and easily digestible format to facilitate understanding and interpretation.
- **Strategic Recommendations:** Translate post-sales data analysis findings into strategic recommendations and actionable insights to drive business improvements. Identify opportunities for enhancing customer satisfaction, optimizing sales processes, improving product offerings, and increasing operational efficiency. Align recommendations with organizational goals and priorities to ensure relevance and impact.
- **Executive Briefings and Presentations:** Conduct executive briefings and presentations to higher management and authorities to communicate post-sales data analysis findings, strategic recommendations, and proposed action plans. Tailor presentations to the audience's level of expertise and priorities, emphasizing key insights and implications for decision-making.
- **Feedback and Collaboration:** Solicit feedback and collaboration from higher management and authorities throughout the post-sales data management process. Encourage discussion, questions, and suggestions for refining analysis methodologies, exploring new insights, and aligning strategies with organizational objectives.
- **Continuous Improvement:** Continuously evaluate and refine post-sales data management processes based on feedback, emerging trends, and evolving business needs. Incorporate best practices, adopt new technologies, and invest in staff training and development to enhance data management capabilities and drive continuous improvement.

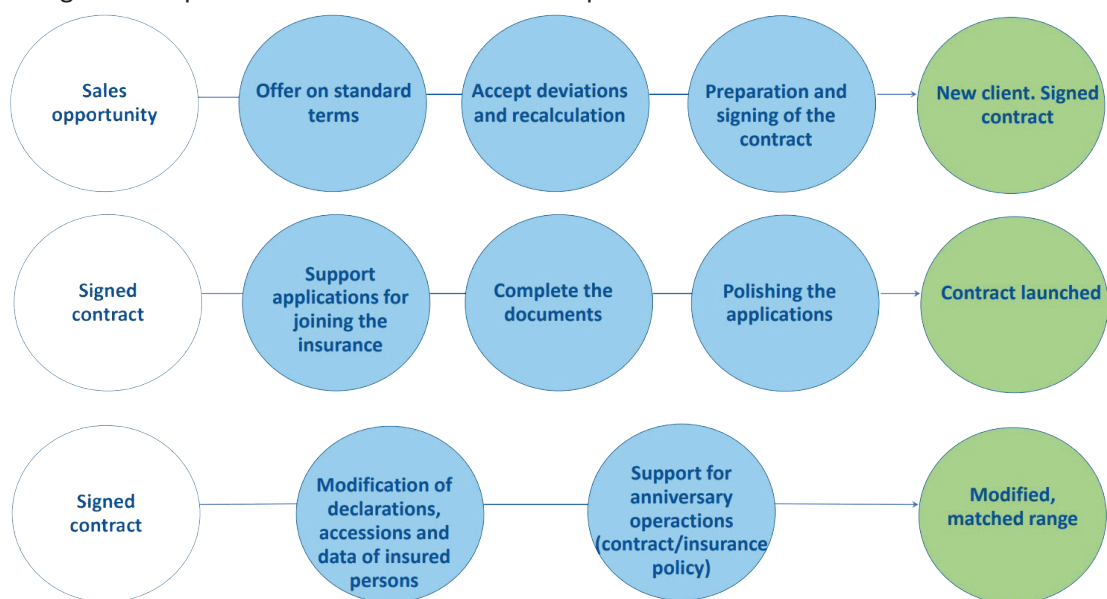


Fig. 3.2.2: Post-Sales Data Management

Summary

- Checking customer eligibility serves several significant purposes in various industries, particularly in financial services to mitigate risks, and impart effective customer service.
- Customer documents play a crucial role in the sales onboarding process, enabling businesses to verify identities, comply with regulations, assess risk, tailor offerings, protect legal interests, enhance customer service, analyze data, and build trust with customers.
- Sales onboarding assistance involves providing support, resources, and guidance to newly hired sales representatives as they transition into their roles within an organization.
- SOPs are essential for ensuring consistency, accuracy, compliance, efficiency, risk management, accountability, and continuous improvement in application processing within TAT.
- It is the job of the SA to keep the customers informed of their responsibilities, rights, duties, and limitations to ensure excellent customer service experience and compliance with regulatory standards.
- After-sales customer interaction in banking services is crucial for maintaining customer satisfaction, building loyalty, and ensuring repeat business.
- Customer education post-sales refers to the process of providing customers with the necessary information, resources, and support to understand and effectively utilize the products or services they have purchased.
- Ongoing sales support refers to the provision of assistance, resources, and services to sales representatives or teams beyond the initial sale.
- Automated maintenance of customer records post-sales in banking services involves leveraging technology to efficiently update and manage customer information after a transaction or service has been completed.
- In banking services, sales reports play a crucial role in tracking performance, identifying trends, and making informed decisions to drive business growth.

Exercise

Multiple Choice Questions

1. The post-sales monthly reports are presented to higher management through a process called
 - a. Post-Sales Cycle
 - b. Sales Data Management
 - c. Post-sales data management
 - d. None of the above
2. CES is a type of
 - a. Customer Satisfaction Metrics
 - b. CSAT
 - c. None of the above
 - d. NPS
3. Technical Support is a form of
 - a. Online customer referral
 - b. Customer sales Support
 - c. Post Sales Support
 - d. None of the above
4. Feedback request is a form of
 - a. After-sales Customer Support
 - b. After-sales Customer Interaction
 - c. After-Sales Data Management
 - d. None of the above
5. Proof Coverage is a kind of
 - a. KYC document
 - b. Banking and Financial Documents
 - c. Legal Document
 - d. None of the above

Descriptive Questions

1. Describe the steps of checking customer eligibility for sales.
2. What are the different types of eligibilities that a customer possesses?
3. What are the steps of sales onboarding with the list of documents?
4. Describe the formats and body of a post-sales report record.
5. What are the different types of customer sales support and education?

Notes



Scan the QR codes or click on the link to watch the related videos



<https://www.youtube.com/watch?v=2C-2v99paQM>

Understanding Customer Needs



<https://www.youtube.com/watch?v=kcckpWgkhP0>

Employee Onboarding Training Video Template



<https://www.youtube.com/watch?v=y-4LBeLduvA>

Disappointed Customers - Problem Solving



4. Employability Skills



Employability Skills is available at the following location



<https://www.skillindiadigital.gov.in/content/list>

Employability Skills



5. Annexure



Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
Module 1: Identify Potential Customers	Unit 1.1: Overview of The Skill India Mission	1.1.1 Overview of the Skill India Mission	33	https://www.youtube.com/watch?v=57d4FLZ9p7Y	 Skill Development India _ Skill India Mission
		1.1.2 Initiatives under the Skill India Mission	33	https://www.youtube.com/watch?v=NDQxiSy3-SA	 Important Government Schemes PDFs RBI, NABARD, SEBI Preparation
	Unit 1.2: Introduction to the Banking Sector and Role of Sales Associate – Direct Channel	1.2.1 Banking Sector Landscape in India	33	https://www.youtube.com/watch?v=QtQic_fegOs	 Banking System - Simplified
		1.2.3 Emerging trends in the banking and finance sector	33	https://www.youtube.com/watch?v=ugmgqkFOgKQ	 India's Evolving Financial Trends

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
Module 2: Pre-Sales Activities	Unit 2.1 A Comprehensive Approach	2.1.1 Management of Effective Customer Service Protocols	61	https://www.youtube.com/watch?v=S_e1j54TRns	 Good Customer Service - Let Customers Know You Appreciate Them
		2.1.13 Sales document	61	https://www.youtube.com/watch?v=DgjhjXayT4	 Overview of Sales documents
		2.1.11 Steps to resolve the customer queries	61	https://www.youtube.com/watch?v=Ok1Nj8cRlzk	 A Better Answer How to Handle Customer Complaints
Module 3: Manage Sales and Post-sales activities	Unit 3.1 On-boarding customers	3.1.1 Checking on Customer Eligibility	94	https://www.youtube.com/watch?v=2C-2v99paQM	 Understanding Customer Needs
		3.1.2 Documents for Sales Onboarding	94	https://www.youtube.com/watch?v=kcckpWgkhP0	 Employee Onboarding Training Video Template

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
		3.2.2 After-sales customer interaction	94	https://www.youtube.com/watch?v=y-4LBeLduvA	 Disappointed Customers - Problem Solving





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