

SILKBANK – FAIR TREATMENT OF CUSTOMER

Our customers are at the core of our business and at the forefront of our strategy and service.

Silkbank is committed to dealing with our customers honestly and fairly. This is embedded in our culture, our values and our Code of Business Conduct.

Our vision is to become a benchmark of excellence in premier banking. Putting customers at the heart of everything we do and working in line with our values of people, excellence, integrity and together.

An effective financial consumer protection system is indeed important for creating fair market infrastructure which empowers customers to obtain fair information while enhancing their capabilities to make informed financial decisions ultimately leading to greater transparency and efficiency.

To bring improvement in conduct of the bank and ensure responsible banking, we have implemented various controls and monitoring tools under the guidelines and instructions received from SBP.

FTC Policy – Silkbank FTC policy includes providing customers quality in service and range of banking products without discrimination. We also ensure to measure the clarity, appropriateness and fairness of product information which is to be provided to customers. Appropriate measures to be undertaken by the bank to create awareness for customers to be able to contact the bank through a number a channels in order to receive fast and accurate product information.

Employee Training – Trainings are important for organization's development and growth. Silkbank's regular training modules covers guidance to staff in dealing effective and proactive manner with customers, handling customer grievance, product information and service recovery. New candidates are also given training on FTC before being permitted to interact with customers. Existing employees are trained to refresh and enhance their knowledge.

Robust Complaint Management Unit - Silkbank has a robust complaint management, record keeping and root cause analysis process which ensures that the complaint process is accessible to our customers. CS & Q has service standards in place for processing complaints and these are communicated to our customers which is supplemented by well-defined complaint resolution process. Silkbank focuses not only on a redressal mechanism but also on identifying on a root cause on complains and taking necessary corrective measures to minimize customer grievances.