

| INBOUND PROCESS ACTIVITY (Complaints) | | | | | |
|---------------------------------------|---|--------------------------|-----------------------|----------|------|
| 1 | Contact center agent answers customer's phonecall with the approved opening verbiage | Contact Center Agent | Contact Center Agent | 3minutes | High |
| 2 | Contact center agent listens to customer's complaint | Contact Center Agent | Contact Center Agent | | High |
| 3 | Contact center agent collects the customer's relevant details, e.g., Name, phone number, account number, etc. Then probes relevant systems/applications or previous logs (in case of a repeat call). | Contact Center Agent | Contact Center Agent | | High |
| 4 | Respond to all security questions - Customer is expected to provide accurate response to at least 3-5 security questions depending on the call category/risk factor | Contact Center Agent | Contact Center Agent | | High |
| 5 | Provide customer with required information where customer has satisfactorily answered the security questions. Where customer's response is not satisfactory, customer is politely referred to a branch for his request (reason- you cannot authenticate customer physically to know that you are giving the information to the right person). | Contact Center Agent | Contact Center Agent | | High |
| 6. | The Video banking team once completely set up allows Agent engages the | Video Banking Team/Conta | Video Banking Team/Co | | High |



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Bank

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| | customer through a video section to carry out KYC on account mandate (passport and signature). Pending when this implemented, the customer is advised to visit the branch. | ct Centre Agent | ntact Centre Agent | | |
| 7 | Thank the customer for calling and wait for the customer to end the call. Agent may wrap up the call after 5 seconds, if customer does not end the call | Contact Center Agent | Contact Center Agent | | High |
| 8 | Where information is not readily available and require follow-up with product/process owners, Contact Center Agent thank the customer for calling and assures him/her that he/she will be contacted with an update. Such issues will be forwarded to the Customer Care Resolution team/responsible stakeholder to follow-up till resolution. | Contact Center Agent | Contact Center Agent | | High |
| 9 | Escalate requests that are outside TAT to the Contact Center Manager or Chief Customer Experience Officer where the team lead is not available | Contact Center Agent | Contact Center Agent | | High |
| 10 | Contact center manager is to follow up on escalated issues from contact center agents and further escalate to Chief Customer Experience Officer where necessary. | Contact Center Manager | Contact Center Agent | | High |
| 11 | Contact center agent is to log all interactions on the requisite complaint management portal | Contact Center Agent | Contact Center Agent | | High |