

## **1.0 Preamble**

Model Code of Conduct for the Sales Executive (SE)/ Branch Relationship Executive (BRE) / Tele-Marketing Executives (TMEs) is a non-statutory code issued by Indian Banks' Association, a voluntary association of Banks in India for adoption and implementation by SEs and BREs while operating as Agents of Banks and Financial Institutions.

### **1.1 Applicability**

Upon adoption and inclusion as part of agreement between SBI Card and Payment Services Private Limited (SBICPSL) and the Sales Agency or otherwise instructed (in writing) by SBICPSL, this code will apply to all persons involved in marketing and distribution of any financial / payment product of SBICPSL. The SEs/BREs and TMEs must agree, in writing, to abide by this code prior to undertaking any direct marketing operation on behalf of SBICPSL. Any SEs/BREs/TME found to be violating this code may be blacklisted and such action taken be reported to SBICPSL from time to time by the Sales Agency. Failure to comply with this requirement may result in permanent termination of business of the Sales Agency with SBICPSL and may even lead to permanent blacklisting by the industry.

A declaration to be obtained from SEs, BREs and TMEs by the Sales Agency before assigning them their duties is annexed to this Code.

### **Confidential Information**

The SE / BRE / TME shall have access to certain documents that may contain confidential information ("Confidential Information") of SBICPSL, Confidential Information includes, but is not limited to any information relating to organizational structure, personnel data, marketing philosophy and objectives, project plans, business initiatives, systems, designs , processes, product features, financial results, and materials related to same, technology, customer lists, product development, advertising or sales programs and any other information which would give SBICPSL an opportunity to obtain an advantage over their competitors or which SBICPSL is ethically obliged to protect from unauthorized sources. The SE / TME / BRE shall keep such information strictly confidential and not share / disclose the same to any third party whatsoever. Further, SE / BRE / TME shall not make copies of or otherwise transfer / email such information to any third party or his / her own personal ID.

## **2.0 Tele-calling a Prospect (a prospective customer)**

A prospect is to be contacted for sourcing a product only under the following circumstances:

- When prospect has expressed a desire to acquire a product through the SBICPSL's internet site/call center/Branch or through the Relationship Manager at SBICPSL or has been referred to by another prospect/customer or is an existing customer of SBICPSL who has given consent for accepting calls on other products of SBICPSL.
- When the prospect's name/telephone no/ address is available & has been taken from one of the lists/directories/databases approved by the Manager/Team leader, after taking his/ her consent.

The SEs/BREs/TME should not call a person whose name/number is flagged in any "do not disturb" list made available to him/her.

### **3.0 When you may contact a prospect on telephone**

Telephonic contact must normally be limited between 0900 Hrs. and 2100 Hrs. However, it may be ensured that a prospect is contacted only when the call is not expected to inconvenience him/her.

Calls earlier or later than the prescribed time period may be placed only under the following conditions:

- When the prospect has expressly authorized SEs/BREs/TME to do so either in writing or orally. The customer's requests to avoid calls at a particular time or at a particular place would be honoured as far as possible.

### **4.0 Can the prospect's interest be discussed with anybody else?**

SEs/BREs/TME should respect a prospect's privacy. The prospect's interest may normally be discussed only with the prospect and any other individual/family member such as prospect's accountant/secretary /spouse, authorized by the prospect.

#### **4.1 Leaving messages and contacting persons other than the prospect.**

Calls must first be placed to the prospect. In the event the prospect is not available, a message may be left for him/her. The aim of the message should be to get the prospect to return the call or to check for a convenient time to call again. Ordinarily, such messages may be restricted to:

- Please leave a message that "XXXXX (Name of officer) representing SBICPSL called and requested to call back at ZZZZZZ (phone number)".

As a general rule, the message must indicate:

- That the purpose of the call is regarding selling or distributing a product of SBICPSL.

### **5.0 No misleading statements/misrepresentations permitted**

TME/BRE should not -

- Mislead the prospect on any service / product offered;
- Mislead the prospect about their business or organization's name, or falsely represent themselves.
- Make any false / unauthorised commitment on behalf of SBICPSL for any facility/service.

### **6.0 Telemarketing Etiquettes**

PRE CALL

- No calls prior to 0900 Hrs. or post 2100 Hrs. unless specifically requested.
- No serial dialing
- No calling on lists unless list is cleared by team leader

## DURING CALL

- BRE/ TME / SE to identify themselves as only selling agents of SBICPSL while interacting with the customers. –

Request permission to proceed

- If denied permission, apologize and politely disconnect.
- State reason for your call
- Always offer to call back on landline, if call is made to a cell number
- Never interrupt or argue

-Any employee must not use abusive language.

Maintaining decency and decorum and not resorting to:

- intimidation or harassment of any kind, either verbal or physical;
- acts intended to humiliate publicly or intrude the privacy of a customer's family;
- making threatening and anonymous calls;
- making false and misleading representations.

- To the extent possible, talk in the language which is most comfortable to the prospect
- Keep the conversation limited to business matters
- Check for understanding of "Most Important Terms and Conditions" by the customer if he plans to buy the product
- Re-confirm next call or next visit details
- Provide your telephone no, your supervisor's name or SBICPSL officer contact details if asked for by the customer.
- Thank the customer for his/her time

## POST CALL

- Provide feedback to SBICPSL on customers who have expressed their desire to be flagged "Do Not Disturb"

## 7.0 Gifts or bribes

SEs/BREs/TME must not accept gifts from prospects or bribes of any kind. Any SEs/BREs/TME offered a bribe or payment of any kind by a customer must report the offer to his/her management.

**8.0            Precautions            to            be            taken            on            visits/            contacts  
should:**

- Respect personal space - maintain adequate distance from the prospect.
- Not enter the prospect's residence/office against his/her wishes;
- Not visit in large numbers - i.e. not more than one SEs/BREs and one supervisor, if required.
- Respect the prospect's privacy.
- If the prospect is not present and only family members/office persons are present at the time of the visit, he/she should end the visit with a request for the prospect to call back.
- Provide his/her telephone number, supervisor's name or the concerned SBICPSL officer's contact details, if asked for by the customer.
- Limit discussions with the prospect to the business - Maintain a professional distance.

## **9.0 Other important aspects - Appearance & Dress Code**

All onsite Employees to sign the attendance register for all days they attend/come to office. SEs/BREs/TMEs should carry ID Cards at all times.

SEs/BREs must be appropriately dressed -

For men this means

- Well ironed trousers;
- Well ironed shirt, shirt sleeves preferably buttoned down.

For women this means

- Well ironed formal attire (Saree, Suit etc.);
- Well groomed appearance.

Jeans and/or T Shirt, open sandals are not considered appropriate.

## **10.0 Handling of letters & other communication**

Any communication sent to the prospect should be only in the mode and format approved by SBICPSL.

### **11 Miscellaneous (Dos and Don'ts):**

Only valid & genuine bills / vouchers must to be raised for claim.

All Mobiles should be on silent mode & locked in drawers/Inside the bag during working hours (Except-Breaks) No employee should use mobile phones for making any sales related calls.

All lead generation sales call should be done from +140 numbers only. All Calling data sheets must be given back to authorized persons every day, post completion of the telecalling process on those sheets 100% Back Check Call must be done for all soft approved/Referral applications processed as per script No applications are withheld during month end. No customer documents are to be taken by any

employee without customer consent. No Sales Executive/Unit Manager/BRE/BRM/data operator or sales team member record, store document, any customer data with him.

No Sales Executive to maintain & hold applications of other banks, unauthorized data, bank stamps, letterheads etc. No Sales Executive/Unit Manager/BRE/BRM/data operator or sales team member to hold any application or customer documents from more than 7 days post completion of the Application form.. No Sales Executive/Unit Manager/BRE/BRM/Data Operator or sales team member should Fudge or tamper any application form, documents photographs provided by the customer and any bills. There should be no mismatch in the information in the application form as compared with documents provided by the customer.

All Sales Executive/Unit Manager/BRE/BRM/Data Operator or sales team member should provide information and documents submitted by customer only. No Sales Executive/Unit Manager/BRE/BRM/Data Operator or sales team member to misuse/unauthorized use of partner's data, infrastructure or system at any time. There should be no misreporting of numbers/dispatch figures/incentive or any other relevant information. There should be no condoning deliberate acts of mis-selling or mis-communication by any Sales Executive/Unit Manager/BRE/BRM/Data Operator or sales team member during the month.

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**Declaration-Cum-Undertaking**

to be obtained by the DSA from SEs/BREs/TMEs/ employed by them

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Re: Code of Conduct

Dear Sir,

I am working in your company as a \_\_\_\_\_. My job profile, inter-alia, includes offering, explaining, sourcing, and assisting documentation of products and linked services to prospects of SBICPSL.

In the discharge of my duties, I am obligated to follow the Code of Conduct attached to this document.

I confirm that I have read and understood and agree to abide by the Code of Conduct. I further confirm that the trainer mentioned below has explained the contents in full to me.

In case of any violation, non-adherence to the said Code, you shall be entitled to take such action against me as you may deem appropriate.

Signed on this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_

Signature\_\_\_\_\_ Name\_\_\_\_\_ Agency\_\_\_\_\_

Signature of Trainer Name Company

**FOS Code of Conduct Undertaking format**

**THIS SCHEDULE IV** is made part of the Agreement dated [•] between **SBI CARDS AND PAYMENT SERVICES PVT. LTD.** (SBICPSL) and .....

I.....resident of.....

..... , am aware that my employer, ..... has entered into an Agreement with **SBI CARDS AND PAYMENT SERVICES PVT. LTD.** (SBICPSL) on [•]. I fully understand that this arrangement impose certain obligations on its personnel. **I hereby confirm that I have reviewed, read and understood the terms and conditions laid down in the Code of Conduct and I agree to strictly adhere to the same.** I agree voluntarily to provide this undertaking to ensure my understanding and compliance with these obligations.

**1.** I understand that I may have access to certain documents that may contain confidential information (“Confidential Information”) of SBICPSL, Confidential Information includes, but is not limited to any information relating to organizational structure, personnel data, marketing philosophy and objectives, project plans, business initiatives, systems, designs , processes, product features, financial results, and materials related to same, technology, customer lists, product development, advertising or sales programs and any other information which would give SBICPSL an opportunity to obtain an advantage over their competitors or which SBICPSL is ethically obliged to protect from unauthorized sources. None of such Confidential Information shall be deemed to be in the public domain.

**To enable SBICPSL to protect their investments in confidential information, I agree to safeguard all confidential Information and not to reveal Confidential Information to any third party. At the conclusion of my role in the performance of services, I agree to return promptly all Confidential Information to SBICPSL including all copies; I agree not to discuss Confidential Information of SBICPSL in**

**public places.**

2. I shall perform my services to the best of my abilities in a bona fide manner and shall exercise due diligence and utmost care, in respect thereof. I will be bound by all the rules, regulations, policies of SBICPSL As promulgated from time in relation to my conduct of the services.

3. I shall strictly adhere to the terms and conditions of the Code of Conduct.

4. I understand, acknowledge and agree that if I threaten to or actually breach or fail to observe any of the obligations set forth in this Undertaking then:

a) SBICPSL will be subject to irreparable harm and I therefore agree that SBICPSL shall be entitled to injunctive relief, damage and/or any other remedies permitted, to ensure and enforce my compliance with these obligations provided, however, that no specification herein of any particular legal or equitable remedy shall be constructed as a waiver, prohibition or limitation of any other legal or equitable remedies.

b) My services can be terminated and/or such disciplinary action and/or such legal action taken against me as they may deem fit.

**Name Of the Sales Executive:** \_\_\_\_\_

**Date:** \_\_\_\_\_