Model Code of Conduct for the Direct Selling Agents (DSAs)

1. **Preamble**

Model Code of Conduct for the Direct Selling Agents (DSAs) is a non-statutory code issued by Indian Banks' Association, a voluntary association of Banks in India for adoption and implementation by DSAs while operating as Agents of Banks and Financial Institutions.

- **Applicability**

Upon adoption and inclusion as part of agreement between Bank and the DSA, this code will apply to all persons involved in marketing and distribution of any loan or other financial product of the Bank. The Direct Selling Agent (DSA) and its Tele-Marketing Executives (TMEs) & field sales personnel, namely, Business Development Executives (BDEs) must agree to abide by this code prior to undertaking any direct marketing operation on behalf of the bank. Any TME/BDE found to be violating this code may be blacklisted and such action taken be reported to the bank from time to time by the DSA. Failure to comply with this requirement may result in permanent termination of business of the DSA with Bank and may even lead to permanent blacklisting by the industry.

A declaration is to be obtained from TMEs and BDEs by the DSAs before assigning them their duties is annexed to this Code.

2. **Tele-calling a Prospect (a prospective customer)**

- A prospect is to be contacted for sourcing a bank product or bank related product only under the following circumstances:
    - When prospect has expressed a desire to acquire a product through the CCBL website/call centre/Branch or has been referred to by another prospect/customer or is an existing customer of the bank who has given consent for accepting calls on other products of the bank.
    - When the prospect's name/telephone no/ address is available & has been taken from one of the lists/directories/databases approved by the DSA Manager/Team leader, after taking his/ her consent.

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

3. **When you may contact a prospect on telephone**

Telephonic contact must normally be limited between 0930 Hrs and 1900 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 TME/BDE to do so either in writing or orally

4. **Can the prospect's interest be discussed with anybody else?**

DSA 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.

- 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 Bank 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 bank product of Bank

5. **No misleading statements/misrepresentations permitted**

- TME/BDE 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 Bank for any facility/service.

6. **Telemarketing Etiquettes**

- PRE CALL
  - No calls prior to 0930 Hrs or post 1900 Hrs unless specifically requested.
  - No serial dialling
  - No calling on lists unless list is cleared by team leader
- DURING CALL
  - Identify yourself, your company and your principal
  - 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
- 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
- Reconfirm next call or next visit details
- Provide your telephone no, your supervisor's name or your bank officer contact details if asked for by the customer.
- Thank the customer for his/her time

- POST CALL
  - Customers who have expressed their lack of interest for the offering should not be called for the next 3 months with the same offer
  - Provide feedback to the bank on customers who have expressed their desire to be flagged "Do Not Disturb"
  - Never call or entertain calls from customers regarding products already sold. Advise them to contact the Customer Service Staff of the bank.

7. Gifts or bribes

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

8. Precautions to be taken on visits/ contacts BDE 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 BDE 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 bank officer's contact details, if asked for by the customer.
- Limit discussions with the prospect to the business - Maintain a professional distance.

9. **Other important aspects - Appearance & Dress Code**

- BDE's 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. **Handling of letters & other communication**

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

11. **Declaration-Cum-Undertaking –** (be submitted by DSA)

Ref: Code of Conduct

For and on behalf of _____:

_____

Signature:

Name:

Designation/ Title:

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 Bank.

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_____th day of _____ 20_____

Signature :_____

Name :_____

Name of Direct Selling Agent (if corporate) _____