



IBOA CONNECT



Indian Bank Officers' Association (TN & PONDY)

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Customer Service and Man Power

Dear Comrade,

The Banking Industry is predominantly a customer oriented business and good customer service is the key to its growth and stability. Banks have to make more efforts to garner better market share, of which the quality of customer service has come to be a distinguishing factor. With the intense competition in the industry, customer service becomes the sole differentiating factor to be leveraged to stay ahead in the market and capture new lines of business.

Customer service broadly has two blocks.

One is operational part depending on technology process, procedures and efficiency of infrastructure and the other is the softer part comprising human element, the emotional value, demonstration of care and concern for the customer.

Customer service becomes crucial in an industry where there is no or very little product differentiation. Personal touch and relationship management in Banks continues to hold significance as a value proposition to customer despite the massive automation of banking services.

Today's customer expects – rather demands to be treated as an individual consumer providing business opportunity to the bank. They deserve to be considered more valuable to the banks than ever before. Failure to communicate with these customers at the right time through right channel with the right offer will slowly wean way the client base. Any dissatisfaction to customers can lead to silent migration of customers to competitors that can be anemic to banks in terms of business and profitability. Since most customers do not complain, even a stray voice of dissatisfaction need to be attended with urgency.

In our Bank, in some parts of the country and more particularly in the branches in Tamil Nadu, we witness that the present manpower in all cadres find difficult to attend to the customer needs and address their grievances due to inadequate man power.

As more than 40 percent of our Bank's business is from Tamil Nadu, it is quite natural that the transactions are more voluminous in all the branches in Tamil Nadu.

Due to inadequate manpower

- The stress level of the staff members is increasing while trying to cope up with the increased work pressure to meet the demands of the customers and administrative offices.
- Branch Managers could not effectively concentrate on business development and even asset quality of the existing loan accounts.
- Nowadays branch or customers could not afford even a day of leave availed by a staff member.
- Customers are comparing the current level of services with that of previous year or couple of years ago. Top customers of the branches are enquiring with the Branch Managers as to why such visible reductions in the man power.

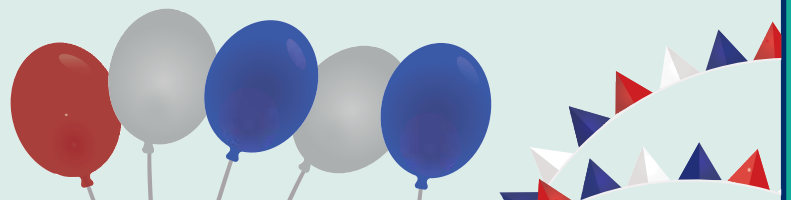
Only a few of the problems are listed above. Whatever may be the mechanization/automation, the human role in providing banking and customer services still continues, may be the computing part is the only exception. Take for instance, the ATMs and BNAs. The maintenance of them consumes a lot of man hours on a daily basis. These man hours spent here takes a hit at the counters inside the branches. So, while assessing the man power requirement at the branches, we firmly believe that our Bank will make a fresh assessment not only based on business figures but also on other factors like foot falls, number of accounts both in deposits and advances, number of ATMs/BNAs attached, the expected level of customer services required in the competitive environment etc.

We learn that, the recruitment process is underway and it is expected that around 700 Probationary officers and 1100 clerical staff will join in our Bank around April 2020. Assessment and provision of man power to the branches based on the factors dealt above will lead to better performance, satisfactory customer service and realizing the corporate goals in the days to come.

Yours Comradely,



R Sekaran
General Secretary



***With the Support of our members
IBOA CONNECT is onto the 4th year***

IMPORTANT CIRCULARS DURING THE MONTH OF OCTOBER 2019

Circular No.	Date of Issue	Subject
ADV-91	01-10-19	REPO LINKED RATES OF INTEREST FOR MICRO AND SMALL ENTERPRISES
GENL-42	01-10-19	APPOINTMENT OF INTERNAL OMBUDSMAN FOR THE BANK
HRMD-81	01-10-19	Staff Housing Loan (SHL) Scheme (2019)
CRA-25	01-10-19	Sovereign Gold Bond Scheme(SGB)2019-20 - SERIES- V to X
HRMD-82	04-10-19	Integration of Biometric Attendance with CBS login
CRA-27	04-10-19	Recovery of Interest on delayed remittance of Government Receipts into Government Account
DEP-10	04-10-19	Revision of Interest Rates on Domestic Term Deposits
CRA-28	04-10-19	"Revision of Interest rates for Small Savings Schemes (5 year Senior Citizen Savings Scheme` Public Provident Fund 1968` Kisan Vikas Patra and Sukanya Samriddhi Account Scheme)"
DEP-11	04-10-19	Interest rate on Savings Bank Deposits
CRA-29	05-10-19	Obtention of Life Certificate in ELECTRONIC FORM as well as in PHYSICAL FORM from all Government pensioners in our Branches.
DEP-12	09-10-19	Diversion of Funds by borrowers through Current Account with other Banks
ADV-92	14-10-19	Consolidated interest rate circular for MCLR and Repo Linked products
ADV-93	10-10-19	Updation of Passport details of promoters/directors/guarantors for corporate borrowers
ADV-94	10-10-19	Collateral management
ADV-95	10-10-19	Information Utility Services – NeSL – recovery of charges
CRA-31	15-10-19	SENIOR CITIZEN SAVINGS SCHEME (SCSS) - SALIENT FEATURES AND WORKFLOW FOR OPENING OF ACCOUNT IN CBS
ADV-98	18-10-19	Modifications to Credit Policy 2019-20
DEP-13	18-10-19	Overdue/Unclaimed Deposits transferred to RBI under DEAF scheme
ADMIN-40	23-10-19	Verification of Central Fraud Registry(CFR) for advances above Rs.1 lakh
HRMD-99	23-10-19	Loan to Pensioners of our Bank for payment of premium towards IBA Group Health Insurance Scheme for Retirees for the period 01.11.2019 to 31.10.2020.
ADV-99	24-10-19	Policy on Resolution of Stressed Assets – Revised Framework
ADV-100	24-10-19	Obtention of Legal Entity Identifier code for large corporate borrowers
CRA-32	15-10-19	Harmonization of TAT and Proactive Credit to Customers on Failed Transactions
ADV-101	28-10-19	"ONLINE OTS DRIVE" Campaign 2 from 01.11.2019 to 31.12.2019
DEP-14	18-10-19	Enhancement in monetary limit for offer of additional interest on term deposits of Senior Citizens

Non inclusion of a circular does not reflect on its importance.



Wedding Bells



Selvan **Aravind Ramamoorthy**

**Son of Com R Ramamoorthy,
(Retd)**

Married to

Selvi **Sanjana Sashikumar**

On 24.10.2019

@ Chennai

Selvan **Srinivasan Karthik V**

**Son of Com G V Ramanan
(Retd)**

Married to

Selvi **Saranya S R**

On 30.10.2019

@ Chennai

Selvi **A Janani**

**Daughter of Com S. Arunachalam
(Retd)**

Married to

Selvan **V Hariharasudhan**

On 01.11.2019

@ Chennai

IBOA (TN&Pondy) Wishes a Very Happy Married Life to the Newly Wedded Couple.



Com. Deepak Samant bids adieu



Com. Jyotirmoy Roy elected President of AIIBOA



Com. Deepak Samant, President AIIBOA, retired from the services of the Bank on 31st October. He was General Secretary of Western Zone unit for more than 12 years. He was the officer Director in our Bank's Board from 2014 to 2017. He was the President of AIIBOA since July 2018. He has been a source of strength for the Association. We wish him a Happy Retired Life. We wish Com. Jyotirmoy Roy all the success as President of AIIBOA.

Sl. No.	Name	Designation	Branch
1	Com BULLI KUMAR K	Chief Manager	Zonal Office:Salem
2	Com RAMANATHAN G V	Chief Manager	Thousandlights
3	Com JABAKUMAR JOHN WESLY M	Chief Manager	Corporate Office
4	Com KANAGARAJ R	Senior Manager	Chetput
5	Com VEERAMANI N	Senior Manager	Mayiladuthurai
6	Com SETHULAKSHMI	Manager	Kellys
7	Com ANNA DURAI R	Manager	Service Branch Chennai
8	Com DEVARAJ L	Manager	Corporate Office
9	Com VIJAYALAKSHMI P	Manager	Saligramamm
10	Com SUKUMARAN B	Manager	Puducherry Main
11	Com GANESAN C	Manager	Tirunelveli Junction
12	Com MANOHARAN S	Manager	Mettur Dam R.S.
13	Com RAJENDRAN C	Asst. Manager	Thirumullaivayil
14	Com MANOHARI R	Asst. Manager	Pootuthakku
15	Com NATARAJAN M	Asst. Manager	Podanur
16	Com CHAKRAPANI S	Asst. Manager	Taramani Link Road
17	Com VADIVELU P	Asst. Manager	Sholapuram

IBOA (TN & Pondy) Wishes the above Comrades a Very Happy, Healthy and Peaceful Retired Life.