

# THE FEDERATION OF BANK OF INDIA OFFICERS' ASSOCIATIONS

(REGD.No.7364)

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**CIRCULAR No. 2013/33**

**Dated: 17/09/2013**

Dear Comrades,

## **PATH OF SPLENDOR AND PRIDE**

I intend to take you all, along the path of splendor and pride, from the thoughts of gloom and pessimism painted by a few, on the canvas of our great institution - BANK OF INDIA. We were the torch bearers, setting standards in the industry. Were we not?

Our organization had been requesting for holding a Business Promotion Council meeting since a long time. The meeting was held on date and Chaired by our Chairperson, Mrs. V.R. Iyer. Executive Directors Sh. B. P. Sharma & Sh. Arun Shrivastava along with many General Managers represented the Management. Our organization was represented by Com. Sunil Kumar-President, the undersigned and Com. M .B. Tripathi. We deliberated on the issues concerning our Bank vis-a-vis the environment in the industry. Our Bank's performance in the last 5 years was discussed threadbare in free and frank manner. Lot of introspection was done on the course of events that led to the market opinion of our lagging behind our peers in many spheres of Banking. In this era of competition, when countries are rated by global financial analysts, affecting the currency value drastically, it is common and acceptable norm in the banking industry to be analysed by leading market analysts on various parameters of banking. The market makers rate us not so well owing to inconsistency in our performance, need for more capital, high level of NPAs, low provisioning percentage than peer banks which may affect future profitability, low Net Interest Margin, inconsistencies in policies and functional structure over a period of time. Owing to all these parameters, market players rate our equity to "sell or download". What could be the reasons? – is it because of target approach, or business process re-engineering, or staff shortage amidst emphasis on quick fix branch expansion or letting destroy our old cultural values or mixture of many ! I am sure all of you might be pondering on these issues at various levels of discussion among yourselves. We, as an organization conveyed all your concerns to reverse the drifting trend and regain the lost ground – as ultimately it is in the interest of every employee to have a Bank that is healthy in all parameters.

As a responsible organization, we have to introspect, find solutions – swiftly and correctly with positive attitude and zeal to succeed. It is not difficult -if we could accept that to some extent we are also responsible for the present state of affairs and solutions for our faults are in our hands. In the fierce competitive banking industry, where every institution is vying to get share of scarce resources viz CASA, quality Advances, the winner would be the one who has the edge in customer service and awakened personnel. The need of the hour is to focus ourselves on corrective measures instead of wasting energy on fault findings.

We are going to celebrate the birth day of our great Father of Nation – Mahatma Gandhi shortly. He gave a universal message for all time to come on the importance of a customer. "A customer is the most important visitor on our premises; he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so."

The least that every customer or a casual visitor to a branch deserves is courteous behaviour and due attention from all of us. **Therefore, let us Resolve** that every customer shall be extended all due courtesies, whether Bank is in a position to meet his/her business needs or not. Every customer who comes in shall be greeted in an appropriate manner with a

smile and made to feel comfortable and wanted. Branch premises must be made clean before the commencement of public hours and it should be responsibility of one and all and not only of the Branch Manager. All forms of non-face-to-face communications with the customer including telephonic calls and E-mails shall also be courteous. This basic minimum entitlement of every customer shall be unfailingly ensured by every one of us during his/her interactions with customers. We must also attend to the needs of the customers promptly and efficiently, ensuring that the time norms laid down by the Bank are followed.

Many a time it is seen that customer complaint arises due to lack of product knowledge. To cover up the same, customers are directed to other seats by the one who is responsible to answer customers query. All of us must ensure to be fully conversant with our products and the extant guidelines, related to the job we are expected to perform. Managers can make a check on this count and help the juniors in knowledge updation. Customer's feedback should be obtained on various products and brought to the knowledge of Branch Managers so that improvement can be brought on the package. In this competitive field, every customer has the option to move out even without pointing out our mistakes. So if a customer is making a complaint, we should see it as a favour and one more opportunity given by him due to his loyalty with the Bank. Let us not waste the opportunity. Courtesy comes in handy in dealing with customer complaints. Not every customer wants immediate solution to all his problems. Sometimes he is ready to wait - only if we handle him courteously. The problem gets aggravated affecting the image of Bank only in the absence of courtesy. If solution is not in your hand – guide him to the right person politely. We also request our Chief Managers and Assistant General Managers to expeditiously exercise their delegated powers with the objective of acquisition and retention of customers.

Comrades, most of us are having decades of experience in this industry. We know the ills, we know the cures. Let us not procrastinate in implementing the solutions. We should not give the opportunity to anyone to blame us for the shortfall in any circumstance. Let us rise to the need of the hour and work towards increasing the CASA kitty, bring in quality advance, containment of NPAs, keeping the branch ambience clean with proper sign boards in the right place, take care for proper seating arrangements for senior citizens and above all a smiling face. I am sure we are going to resurrect a great image very soon for the Bank with the support of every staff and I assure you the management of Bank of India will be with us in all endeavour.

With revolutionary greetings,

Yours Sincerely,



(HARVINDER SINGH)  
**GENERAL SECRETARY**