



# ALBARAKA BANK LIMITED

## DOCUMENT NAME

**CUSTOMER CARE POLICY**

## DOCUMENT SUMMARY

This is a policy document of Albaraka Bank Limited (ABL). These policy documents are used to establish policy frameworks for the general guidance of staff.

## DOCUMENT CONTROL

### Document Control Information

Document Name:	CUSTOMER CARE POLICY		
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CUSTOMER CARE POLICY V3

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Primary Custodian:	GM: Retail		

**Document Revision History**

Revision Date	Version	Author	Summary of Changes
24-06-2021	2	Rushda Khan	Included amendments relating to customers which outlines the TCF principles and the Bank’s commitment to service excellence and included details on the customer complaints process.
05-08-2024	3	Rushda Khan	Included updates to the National Financial Ombud contact details and revised the policy's review period.

**Distribution List**

This document will be distributed to:

Name	Title
Rushda E Khan	Compliance Manager
Executive Committee	EXCO Members
All employees	All employees

## Review and Approval

This document was reviewed and approved by:

Name	Position	Date
Executive Committee	EXCO Members	
Risk, Capital Management & Compliance Committee	RCMCC Members	
Board Committee	Board Committee Members	

## Enforcement Of Policy

Management shall:

- enforce this policy
- apply it consistently
- communicate it clearly to all employees
- ensure that breaches will be dealt with in terms of the company’s disciplinary code and procedure

Employees who are uncertain about what to do in any situation shall seek guidance from a line manager.

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## **1. OVERVIEW:**

Albaraka Bank Limited (“the Bank”) is a registered bank in South Africa and an authorised financial services and credit provider. The Bank is committed to ensuring that it treats its customers fairly and that its customers will consistently experience standards of service excellence whenever they interact with the Bank. This policy aims to set out these standards below.

## **2. PURPOSE:**

To provide clarity and guidelines to all employees of the Bank in terms of the common set of values that will guide their interaction with customers in order to achieve service excellence and to provide customers with the Bank’s commitment to the standard of service excellence that they can expect to receive when interacting with the Bank.

## **3. SCOPE:**

3.1 This policy applies to:-

- 3.1.1 All Executives, Management and Employees (including temporary & contract staff) as well as consultants employed by the Bank.
- 3.1.2 All customers of Albaraka Bank Limited (hereinafter referred to as "you"/ "your"/ “customer”)

## **4. PRINCIPLES:**

- 4.1.1 You, our valued customer, can be confident that you are dealing with a Bank which holds the fair treatment of its customers as a value that is central to the Bank’s corporate culture.
- 4.1.2 Products and services advertised and sold in the market are designed to meet the needs of identified customer groups and are targeted accordingly.
- 4.1.3 You shall be provided with clear information and shall be kept appropriately informed before, during and after the point of contracting/sale.

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- 4.1.4 Where the Bank offers advice to you, the advice shall be suitable and shall take account of your individual circumstances.
- 4.1.5 You shall be provided with products that perform as the Bank has led you to expect, and the associated service shall be both of an acceptable standard and what you have been led to expect.
- 4.1.6 You shall not face unreasonable post-sale barriers when changing products, switching providers, submitting a claim or making a complaint.

## **5. GUIDELINES/PROCEDURE**

### **5.1 Fair Treatment of Customers**

- 5.1.1. The Bank and all employees shall always strive to improve customer service and develop new and innovative ways to communicate the Bank's services and new product information to you.
- 5.1.2. The Bank shall maintain a position of being Customer centric by improving customer service and understanding your needs in order to maintain a long term mutually beneficial relationship.

### **5.2 Needs of the Customer**

- 5.2.1. The Bank shall follow the documented guidelines when introducing or launching a new product, including all internal reviews and approvals.
- 5.2.2 In addition to obtaining the required internal approvals, the Bank shall endeavour, where applicable, to engage with you during the development phase of the product to ensure that it caters to your needs.

### **5.3 Clear information to Customers**

- 5.3.1. The Bank's employees shall provide you with clear and unambiguous information in order for you to make an informed decision.
- 5.3.2 Any proposed change/variation to the terms and conditions or features of a product shall be communicated to you within a

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reasonable period of time in order to effect a change to the product, as per the Bank's notification procedure.

- 5.3.3 All advertising material shall clearly highlight the key information related to a product in order to assist you to make an informed decision.

### 5.4 Advice

- 5.4.1. Where advice is provided to you, the Bank's employee shall ensure that appropriate and suitable advice is given to you.
- 5.4.2 Your individual circumstances and needs shall be considered when we provide you with advice.

### 5.5 Expectations of the Customer

- 5.5.1. The Bank shall advise you of the performance of the product taken and update you with other options available, from time to time.
- 5.5.2 The Bank and its employees shall, at all times, ensure that the service provided to you is of an acceptable standard and one that meets your expectations.

### 5.6 Post-Sale barriers and Customer Complaints

- 5.6.1. The Bank shall ensure that the post-sale process for you in terms of changing products, switching providers, making complaints, etc. is as seamless and efficient as possible.
- 5.6.2 The Bank shall ensure that responses to your complaints are addressed within a reasonable period of time and meets your reasonable expectations as far as possible.
- 5.6.3 Complaints shall be handled centrally and regular meetings shall be held by the relevant stakeholders to assess your complaints in order to avoid recurrence of issues.
- 5.6.4 You may make a complaint using the following various channels:-
- (a) If you have a complaint about a product, service or the advice you received, you may first contact your Consultant or your Branch Manager.

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- (b) If you are not satisfied with the resolution of your complaint or if you wish to go directly to our Customer Services Centre, you may lodge your complaint using any of the following mediums:

Customer Services Centre on  
Telephone                   0860 225 786  
Email                         customerservices@albaraka.co.za  
Whatsapp                   084 786 6563  
SMS                         43893

- (c) Your complaint will thereafter be logged onto the Bank's Customer Complaints Register and you will receive a reference tracking number via SMS within minutes of the complaint being lodged.
- (d) The Bank's standard turnaround time for resolution of complaints is 48 working hours. However, should there be a requirement for investigation or further discussions, you will be notified accordingly and will be kept informed on the progress of resolution of your complaint. You will thereafter receive a written response from the Bank regarding your complaint.
- (e) If your complaint has not been resolved to your satisfaction or if you have not received a response from the Bank then you may forward your complaint to the National Financial Ombudsman for Financial Services for banking, credit and insurance related complaints, the Financial Advisory and Intermediary Services Ombud for advice/intermediary services or product related complaints or the Financial Sector Conduct Authority for conduct related complaints. The details for the Ombuds Offices are as follows:-

**The National Financial Ombudsman**

Tel: 0860 800 900

Email: [info@nfosa.co.za](mailto:info@nfosa.co.za)

Website: [www.nfosa.co.za](http://www.nfosa.co.za)



**Financial Advisory and Intermediary Services Ombud**

Postal Address PO Box 74571, Lynnwood Ridge, 0040  
Telephone 012 470 9080  
Fax 012 348 3447  
E-mail [info@faisombud.co.za](mailto:info@faisombud.co.za)

**Financial Sector Conduct Authority**

Tel: 0800 203 722  
Email: [info@fsca.co.za](mailto:info@fsca.co.za)  
Website: [www.fsca.co.za](http://www.fsca.co.za)

**The National Credit Regulator**

Tel: [0860 627 627](tel:0860627627)  
Email: [info@ncr.org.za](mailto:info@ncr.org.za) / [complaints@ncr.org.za](mailto:complaints@ncr.org.za)  
Website: [www.ncr.org.za](http://www.ncr.org.za)

- 5.6.5 In the event that your complaint relates to a breach or violation of your personal information in terms of the Protection of Personal Information Act, please lodge your complaint directly with the Information Officer of the Bank at the following e-mail address: [informationofficer@albaraka.co.za](mailto:informationofficer@albaraka.co.za). The same process and timelines as outlined in 5.6.4 above are applicable.
- 5.6.6 If your complaint in 5.6.5 above has not been resolved to your satisfaction or if you have not received a response from the Bank, then you may forward your complaint to an Independent Adjudicator.
- 5.6.7 If you are aggrieved by the decision of the Independent Adjudicator, then you may submit your complaint to the Information Regulator directly within 6 months of receiving the decision of the Independent Adjudicator. The details for the Information Regulator are as follows:-

**The Information Regulator**

Address : JD House, 27 Stiemens Street,  
Braamfontein, Johannesburg, 2001

Postal Address : P.O Box 31533, Braamfontein,

Johannesburg, 2017

Complaints Email: [POPIAComplaints@inforegulator.org.za](mailto:POPIAComplaints@inforegulator.org.za)  
(for POPIA related complaints)

[PAIAComplaints@inforegulator.org.za](mailto:PAIAComplaints@inforegulator.org.za) (for  
PAIA related complaints)

## **6. REVIEW**

This policy will be reviewed from time to time, as required. Where amendments have been made to this policy, an updated version will be published on the Bank's website. Please ensure that you check our website regularly for updates to this Policy.