

# SERVICE STANDARD

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## **1.0 Introduction**

A set of service standards provide an organization with a set of goals. It sets benchmark that can be used to monitor and improve service standards. It also ensures that service quality is high and uniform across the organization.

Service standards are an integral part of good client service and an effective organizational tool to manage performance. They let the clients and the employees know the quality of service they can expect and provide, so that service can be continuously improved. Service standards reinforce organizational accountability by making performance transparent & accountable, and increase the confidence of the clients in an organization by demonstrating the organizational commitment to service excellence.

In banks, Service standard is a guideline showing the timeline or time frame, initiating level and disposal level of each banking service at the customer service point or counter in a bank premises. It compels the dedicated official to render services in time and efficiently through proper channel. If the employees are not given clear standards, they make up their own personal practice. This may often give rise to customer dissatisfaction. The lack of clear service standards also increases the chance of inconsistent and irregular service. Each employee and each department will choose the level of service they wish to deliver. There will be no uniformity in service delivery at different offices/ branches of the same organization. Customer should be informed of Service Standard of the Bank so that they can assume or plan in advance the required timeline to obtain services. This will minimize the possibility of any misunderstanding between the customers and the employees.

## **2.0 Objectives of Service Standard**

As the Service Standard can be viewed by the public, this renders the Bank employees accountable for the level of service they provide.

The major objectives of this Service Standard are as under:

- Maintaining a level of consistency that allows both client and the Bank to know where they stand and what outcomes they should expect and deliver.
- To alleviate ambiguity about the process and provide clients with a set of commitments that can be referred to when evaluating the Bank's performance in regards to providing service.
- Making the Bank and the concerned employees accountable for the service that they deliver.

## **3.0 Legal Basis of the Service Standard**

The Service Standard implies civil rights. Our customers have the right to get services at the standard declared by our Bank. However, where it is agreed in writing to deliver certain services within certain timeframe and where, failing to do so by the bank, other than for the reasons force majeure or natural calamities or legal reasons, and the customers incur loss for Bank's failure due to negligence, it becomes legally obligatory for the Bank/ its representative(s) as per OBL Staff Service Rules and relevant law and rules of regulations of the country. This has reference to the requirement of provision 2.08 of the Guidelines for Customer Services and Complaint Management by Bangladesh Bank, published in June 2014.

#### **4.0 Application of the Service Standard**

This service standard will be applicable for the concerned officials of the Bank who are responsible for providing/ dispensing/ disposing of the specific services.

#### **5.0 Impact of violation of the Service Standard**

No employees shall violate the Service Standard of the Bank. Failure to comply with this standard will be dealt strictly by the Management and will make the concerned employee liable for stern disciplinary actions as per OBL Staff Service Rules.

## 6.0 List of Services of OBL

The Basic Services rendered by OBL are as under:

1. Account Opening a) Current A/C b) Saving A/C c) FDR d) DPS	9. Utility Bill receipt
2. Cash cheque payment a) High value b) Poor value	10. Bill Payment (vendor)
3. Cash Deposit: a) Below Tk. 1 lac b) Above Tk.1 lac	11. LC Issuance a) Master LC b) BTB LC
4. Domestic-Cheque Clearing: a) High value b) Regular value	12. Bank Guarantee issuance: a) Local b) Foreign
5. Foreign-Cheque Clearing: a) Drawn on Bangladesh b) Drawn on abroad	13. Bill Acceptance
6. Short Term Loan sanction	14. Issuing Cheque Book
7. Long Term Loan sanction	15. Balance Confirmation Certificate a) Personal A/C b) Institutional A/C
8. Remittance issue, Issue of PO/DD/TT a) Local DD/TT b) Foreign DD/TT	16. Statement of Account issue
	17. Issuance of Card: a) Debit card b) Credit card



## 7.0 OBL Service Standard Details

List of service	Initiating Level (Customer Service Point)	Disposal Level	Total Time Limit
Account Opening 1. Current A/C 2. Saving A/C 3. FDR 4. DPS	CSO* CSO CSO CSO	BSM/BM BSM/BM BSM/BM BSM/BM	Same day Same day Same day Same day
Cash cheque payment 1. High value 2. Poor value	Teller Teller	Head Teller Head Teller	Same day Same day
Cash Deposit: Below Tk. 1 lac Above Tk.1 lac	Teller Teller	Head Teller Head Teller	Same day Same day
Domestic-Cheque Clearing: High value Regular value	CSO CSO	BSM/BM BSM/BM	Same day 03 days
Foreign-Cheque Clearing: Drawn on Bangladesh Drawn on abroad	CSO CSO	Auth. Signatory, ID Auth. Signtry., AD Br	02 days 16 days
Short Term Loan sanction	Relationship Manager/BM	Management/ EC/ Board	07 days
Long Term Loan sanction	Relationship Manager/BM	Management/ EC/ Board	30 days
Remittance issue Issue of PO/DD/TT 1. Local DD/TT 2. Foreign DD/TT	CSO CSO	BSM/BM BSM/Unit Head	Same day Same day
Utility Bill receipt	CSO	CSO	Same day
Bill Payment (vendor)*	Branch Accountant	BSM/BM	Same day
LC Issuance 1. Master LC 2. BTB LC	Trade Officer Trade Officer	Unit Head Unit Head	Same day Same day
Bank Guarantee issuance: Local Foreign	Credit Officer Credit Officer	Unit Head Unit Head	Same day Same day
Bill Acceptance	Trade Officer	Unit Head	03 days
Issuing Cheque Book	CSO	BSM/BM	04 days
Balance cnfrm. certificate* 1. Personal A/C 2. Institutional A/C	CSO CSO	CSO/BSM CSO/BSM	Same day Same day
Statement of Acc issue*	CSO	CSO/BSM *	Same day
Issuing : Debit card Credit card	CSO CSO	BSM/BM Credit Head, CHQ	07 days 10 days

\*Balance confirmation certificate and statement of account are issued at the request of account holder (s) \*day means working day \*Bill payment to vendor refers to the bills under approved limit \*BM- Branch Manager, BSM- Branch Service Manager, CSO- Customer Service Officer, AD- Authorized Dealer, ID-International Division.