

## **Press Note for release**

### **DCB Bank (Development Credit Bank Ltd.) reverts to human personal touch in 24 Hour Phone Banking service instead of automated machine service.**

Mumbai 10<sup>th</sup> January 2012: DCB Bank 24 Hour Customer Care Agents will directly deal with customers, thus providing personal touch instead of routing the call through the Interactive Voice Response (IVR) system. This change has been made based on customer feedback and focus group findings conducted by the Bank.

Speaking on the occasion, Mr. Murali M. Natrajan - Managing Director & CEO said, "Our aim is to vastly improve Empathy, Speed and Quality in providing service to customers. Internally, we call it the Power of Three (Empathy, Speed and Quality). Customers are not just looking for loans or deposit products. They need Empathy, Speed and Quality. IVR will not be able to provide Empathy to an anxious customer. We believe that customers will be a lot happier interacting with a person at the call center than a machine."

DCB Bank 24 Hour Customer Care is offered in six languages and customers may choose their preferred language once and in the future will automatically get directed to the agents who will deal with them in their preferred language. This move will substantially contribute to improving customer loyalty.

DCB Bank 24 Hour Customer Care is now equipped to provide services such as ATM PIN generation and authentication, telephone PIN generation and authentication, account enquiries like balance enquiry, last five transactions, cheque status, stop payment request, and card hot listing amongst other services.

## **About DCB Bank**

DCB Bank is a modern emerging new generation private sector bank with 89 branches across 13 states and 2 union territories. It is a scheduled commercial bank regulated by the Reserve Bank of India. It is professionally managed and governed. DCB Bank has contemporary technology and infrastructure including state of the art internet banking for personal as well as business banking customers.

DCB Bank's business segments are Retail, micro-SMEs, SMEs, mid-Corporate, Agriculture, Commodities, Government, Public Sector, Indian Banks, Co-operative Banks and Non Banking Finance Companies (NBFC). DCB Bank has approximately 450,000 customers.

DCB Bank has deep roots in India since its inception in 1930s. Its promoter and promoter group the Aga Khan Fund for Economic Development (AKFED) & Platinum Jubilee Investments Ltd. hold an 18.47% stake. AKFED is an international development enterprise. It is dedicated to promoting entrepreneurship and building economically sound companies.

For more details please visit [www.dccb.com](http://www.dccb.com) & <http://www.akdn.org/akfed>

Kindly direct your enquiries to:

<p><b>Gaurav Mehta</b>, Marketing &amp; PR DCB Bank Cellphone: +91 9870432101 Email: gauravm@dcbbank.com</p>	<p><b>Ranjit Menon</b> Adfactors PR Pvt. Ltd. Cellphone: +91 9820075767 Email: ranjit.menon@adfactorspr.com</p>
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