

## **Annexure 8 – Code of Conduct for Direct Selling Agent**

### **1.0 Preamble**

The Code of Conduct for the Direct Selling Agents (DSAs) is a non-statutory code issued by The South Indian Bank Ltd ("Bank"), for adoption and implementation by DSAs while operating as Agents of Banks and Financial Institutions.

### **1.1 Applicability**

The Direct Sales Agent (DSA) Code of Conduct has been adopted and included as part of the agreement between the Bank and the DSA Establishment. This code will apply to all persons employed by the DSA who would be involved in the marketing, lead sourcing and other related services of the Bank's assets and liabilities products.

The DSA and its Telemarketing Executives (TMEs) & field sales personnel, namely, Business Development Executives (BDEs) must agree to abide by this code prior to undertaking any direct marketing operation on behalf of the bank. Any TME/BDE found to be violating this code will be blacklisted and the DSA will report such action taken to South Indian Bank Ltd from time to time. Failure to comply with this requirement may result in permanent termination of the business tie-up of the DSA with the Bank and may even lead to permanent blacklisting by the industry.

To ensure that the TMEs and BDEs adhere to the terms of this Code of Conduct, the DSA will obtain a signed declaration from the TMEs and BDEs before assigning them their duties.

### **2.0 Tele-calling a Prospect (a prospective customer)**

The DSA will contact a prospect for sourcing a Bank product or Bank related product only under the following circumstances:

When prospect has expressed a desire to acquire a product through the bank's internet site/ call Centre/ Branch or through the Relationship Manager at the Bank or has been referred to by another prospect/customer or is an existing customer of the Bank who has given consent for accepting calls on other products of the Bank.

When the prospect's name/telephone number/address is available & has been taken from one of the lists/directories/databases approved by the Manager / Team Leader of the DSA after taking his/ her consent.

The DSA will ensure that their TME will not call a person whose name/number is flagged in any "do not disturb" list made available to him/her.

### **3.0 When the DSA may contact a prospect on telephone**

Telephonic contact must normally be limited between 0930 Hrs and 1900 Hrs. However, it may be ensured that a prospect is contacted only when the call is not expected to inconvenience him/her.

Calls earlier or later than the prescribed time period may be placed only when the prospect has expressly authorized TME/BDE to do so either in writing or orally.

#### **4.0 Can the prospect's interest be discussed with anybody else?**

The DSA will make sure that a prospect's privacy is respected. The prospect's interest normally will be discussed only with the prospect and any other individual/family member such as prospect's accountant/ secretary/ spouse, authorized by the prospect.

#### **4.1 Leaving messages and contacting persons other than the prospect.**

Calls must first be placed to the prospect. In the event the prospect is not available, a message may be left for him/her. The aim of the message should be to get the prospect to return the call or to check for a convenient time to call again. Ordinarily, such messages may be restricted to:

- Please leave a message that XXXXX (Name of officer) representing XXX Bank called and requested to call back at ZZZZZZ (phone number)".

As a general rule, the message must indicate:

- That the purpose of the call is regarding selling or distributing a bank product of South Indian Bank Ltd.

#### **5.0 No misleading statements/misrepresentations permitted**

TME/BDE should not -

- Mislead the prospect on any service / product offered;
- Mislead the prospect about their business or organization's name or falsely represent themselves.
- Make any false / unauthorized commitment on behalf of South Indian Bank Ltd for any facility/service.

#### **6.0 Telemarketing Etiquettes**

##### **PRE CALL**

- No calls prior to 0930 Hrs or post 1900 Hrs unless specifically requested.
- No serial dialling
- No calling on lists unless list is cleared by Team Leader

##### **DURING CALL**

- a) The Telemarketing executive will identify himself/herself, mention that the call is being made by the DSA Establishment on behalf of South Indian Bank Ltd.

- b) He/ she will request permission to proceed
- c) If denied permission, he/she will apologize and politely disconnect.
- d) He / she will state reason for the call.
- e) He/ she will always offer to call back on landline, if call is made to a cell number.
- f) He / she will never interrupt or argue
- g) To the extent possible, he/she will talk in the language that is most comfortable to the prospect.
- h) He / she shall keep the conversation limited to business matters.
- i) He / she shall check for understanding of "Most Important Terms and Conditions" by the customer
- j) If the prospect plans to buy the product, He/ she will reconfirm next call or next visit details
- k) He / she will Provide their telephone no, their supervisor's name or the bank officer contact details if asked for by the customer.
- l) He/ she will thank the customer for his/her time

### 6.3 POST CALL

- a) Customers who have expressed their lack of interest for the offering will not be called for the next 3 months with the same offer
- b) The DSA Establishment will provide feedback to the bank on customers who have expressed their desire to be flagged "Do Not Disturb"
- c) The DSA Establishment will never call or entertain calls from customers regarding products already sold and instead advise them to contact the Customer Service Staff of the Bank.

### 7.0 Gifts or bribes

No TME/BDE's must accept gifts from prospects or bribes of any kind. Any TME/BDE offered a bribe or payment of any kind by a customer must report the offer to his/her management.

### 8.0 Precautions to be taken on visits/ contacts BDE should:

- Respect personal space - maintain adequate distance from the prospect.  
He/she will not enter the prospect's residence/office against his/her wishes;
- No prospect will be visited in large numbers - i.e. not more than one BDE and one supervisor, if required.
- Respect the prospect's privacy.
- If the prospect is not present and only family members/office persons are present at the time of the visit, he/she should end the visit with a request for the prospect to call back.

- Provide his/her telephone number, supervisor's name or the concerned bank officer's contact details, if asked for by the customer.
- Limit discussions with the prospect to the business - Maintain a professional distance.

#### 9.0 Customer document collection and submission to the Bank

- The application and other supporting financing documents being collected from the customer would be the sole property of the Bank and under no circumstances a copy of the same is to be made and stored or used for any other purpose.
- The address and other contact details, nature of the relationship with the bank and related data would not be recorded in any manner by the BDE and shared with any other entity other than the Bank's designated officials.

#### 10.0 Other important aspects - Appearance & Dress Code

BDE's must be appropriately dressed –

For men this means

- Well ironed trousers;
- Well ironed shirt, shirt sleeves preferably buttoned down.

For women this means

- Well ironed formal attire (Saree, Suit etc.);
- Well-groomed appearance.

Jeans and/or T Shirt, open sandals are not considered appropriate.

#### 11.0 Handling of letters & other communication

Any communication sent to the prospect should be only in the mode and format approved by the Bank.

## **Declaration-Cum-Undertaking by DSA**

To  
The Regional Sales Manager  
South Indian Bank

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\_\_\_\_\_

Re: Code of Conduct

Dear Sir,

I am engaged by your company on contract basis as a Direct Sales Agent. My job profile, inter-alia, includes offering, explaining, sourcing, and assisting documentation of products and linked services to prospects of South Indian Bank Ltd.

While at work, I am obligated to follow the Code of Conduct attached to this document.

I confirm that I have read and understood and agree to abide by the Code of Conduct. I further confirm that the trainer mentioned below has explained the contents in full to me.

In case of any violation, non-adherence to the said Code, you shall be entitled to take such action against me as you may deem appropriate.

Signed on this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_

Signature\_\_\_\_\_ Name\_\_\_\_\_ Agency\_\_\_\_\_

Signature of DSA Proprietor/Authorized Signatory