

ICICI BANK CUSTOMER EDUCATION SERIES

TIMES BUSINESS ASSOCIATE COMMUNICATION

CUSTOMER CARE – THE EFFICIENT AND SECURE WAY TO BANK!



**Talk to me!
I am your Bank.**

How does the verification process at Customer Care protect me and my money?

- When you enter your card number and PIN through the IVR, the Customer Care officer can verify whether you are the rightful owner of your account.
- To be doubly sure, the officer may ask you a few questions. This will validate you as the owner of the account.
- To prevent account-access to unauthorized persons, these questions are changed frequently.

What makes using the PIN safe and confidential?

- Through the IVR, Customer Care allows you to create your confidential PIN with ease, as often as you want – instantly.
- A PIN through the IVR is the most secure and efficient way of accessing your account. Please make it a habit to use it.

The verification process is designed to safeguard your money.



The PIN is your key to accessing your account information. Do not share it with anyone, not even your family members.



SMS CONTEST

Question: How often can you create your PIN on the IVR? _____

Answer:
A. Never.
B. Not more than once.
C. As often as you want.

To answer, SMS DISHA A, B or C to 53030 and win a 2N-3D holiday. Contest open for the day of publication.

Terms and conditions apply. Visit www.dishafc.org for details.



PIN

45% OF ICICI BANK CUSTOMER CARE USERS ENJOY QUICKER SERVICE AFTER ENTERING THEIR CARD NUMBER AND PIN ON THE IVR.

We welcome your questions, suggestions and feedback on this column. Please use the 'Email Us' link at www.icicibank.com or send us an SMS to 53030. Please include your full name, address and phone number. Your comments may be edited for clarity and space.

BE AN INFORMED CONSUMER. Watch this space every Monday.