

# ICICI BANK CUSTOMER FIRST SERIES

A consumer education initiative

Self-Banking Series: Article 3 of 6

TIMES BUSINESS ASSOCIATE COMMUNICATION

## Banking 24x7



You may like being in charge of a process, executing it step by step. Or you can simply be a time-strapped bank customer, keen to complete some of your long-pending banking transactions while you are travelling back home. Phone banking enables a secure, do-it-yourself access for completing your tasks – on the train to the next city; at the airport while you wait; at home on a weekend; or at any place and at any time.

### Map



When you dial your bank's phone banking, you can choose to key your way into your account or seek the help of a phone banking officer. Doing it yourself is a smart choice. Your bank has a pre-programmed map that considers all possibilities when a customer calls. It will take you where you like, and guide you to complete your tasks.

### Prompt



On dialling, you will be prompted to make a series of choices to get to where you want. For example, your first prompt would be the key to press for the language of your choice; the next would be the key to press for the product. Let's assume you choose savings bank from the menu. The system recognizes your keystrokes and directs you to your savings account after verification. Most banks' systems are programmed to read out the basic information you may need, at this point, to save you time.

### Verification



When you interact with the system directly, the bank has to be sure that

you are authorized to conduct the transaction that you are making. The verification process for each product is defined. For bank accounts, most banks have the card number and PIN or the account number and date of birth as input verification parameters, to be entered through your phone. The keystrokes are verified automatically with the information for that account, to authorize you to continue.

### Transaction



Once authorized, you can follow the prompts to seek your account balance, enquire about the last few transactions, request your statement and so on. When you have keyed the correct number for each step on your phone, you are able to complete your task.

### Security



Your interaction on phone is completely automated. You can complete the jobs, without any third party involvement. You are guided through your tasks by a set of pre-programmed instructions. The numbers that you will key in are secure in the system. Without authorization, the tasks cannot be completed.



Innocent lady! She entered the hair pin instead of the card PIN.

### SMS CONTEST

#### Question

If you face a problem in using the interactive voice response (IVR), the simplest thing to do is \_\_\_\_\_.

#### Answer

- locate the nearest branch and go there
- Dial again
- Switch to the option to speak to a phone banking officer

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.dishac.org](http://www.dishac.org) for details and winners.

### Phone Banking Officer



If at any time you see the need to seek assistance from a phone banking officer, you can switch to assistance and speak to the officer for completing your tasks.

### DID YOU KNOW?

Your phone uses communication technology to connect remotely with the database that houses your banking information. If your task is incomplete for lack of connectivity, it closes automatically, to secure your data and transaction.

### FAQs

#### What happens if I press a wrong key while on the phone?

Every sub-menu features a key prompt to go back, or return to the previous menu. You can use that to take one step backward and make the correct choice.

#### Will I be asked for my PIN?

When you key in your PIN in an interactive voice response, it is used only for verification; just as it is used for verification in the ATM machine. It is not displayed anywhere in the system. You will not be required to speak out your PIN either.

You can complete most tasks relating to your savings account, loans and credit cards on the phone from any place at any time. With its in-built safety, security and sheer convenience, phone banking is the smart option.

Center for Investment Education and Learning

We welcome your questions, suggestions and feedback on this column. Please use the 'Email Us' link at [www.icicibank.com](http://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.

SMART BANKING

Protect your money.



Phone banking is a safe, secure and convenient do-it-yourself facility.

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