## ICICI BANK CUSTOMER FIRST SERIES

A consumer education initative

Self-Banking Series: Article 1 of 6

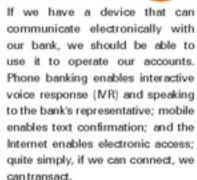
## TIMES BUSINESS ASSOCIATE COMMUNICATION

# Do-It-Yourself Banking



Once upon a time, people walked into their bank branch to update their passbooks; they held tokens and queued up at the counter; and they allowed three weeks for cheques to clear. Technology has now changed all this. Our bank today represents a storehouse of information about us and our money; and we use technology to access that database, whenever we like. We can now replicate the branch banking experience by ourselves, using modern communication devices like the phones and the computer. Self-banking is the order of the day. Read on for the empowerment that technology enables.

## Options





## Access

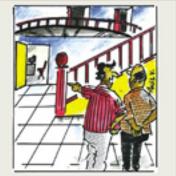
Banks spend quite a bit to ensure the security of customer data. Electronic access works through principles of authentication. Just as a branch executive would recognize a customer by face or by signature, electronic data bases recognize customers by their usernames, PINs and passwords.



Electronic transactions are simple at the front end, but feature complex algorithms at the back end to verify a customer. Key data about a customer such as user name, password and date of birth are used in combination to authenticate data. The trail of the transaction is captured – we know when we last logged in. In-built systems prevent misuse by intruders – wrong PINs and passwords lock an account.



The effort to organize, update and maintain the data is done by our bank for us. We determine the length and detail of our queries and interface with our account. Without being in a queue, or subjected to prods and nudges of the persons waiting behind us, or their curious overhearing of our transactions, we can query our account and our transactions in several ways.



This is kitchen, that is bedroon and there is my bank!

## SMS CONTEST

#### Question

IVR is

#### Answei

- A. internal validation record
- B. interactive verification recorder
- C. interactive voice response

To answer, SMS DISHA A, B or C t o 5:30:30 and win a 2 N 3D holiday.\* Context open for the day of publication.

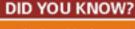
"Terms and conditions apply.
Visit www.dishafc.org for details and winners.

### Services

Electronic access to a bank account means a range of transactions can be completed with ease. Remitting funds, paying bills, transferring money, buying drafts, paying taxes, repaying loans, and non-financial transactions like requesting account statements can be done on our own.



We no longer need to allocate huge amounts of time to our banking activities. Our bank is available to us when we choose: on our commute home; in the doctor's lounge; or while awaiting our flight announce-ment. To self-bank is to be unfettered and free from depending on someone else – even



Biometric identification technologies are emerging as an important tool to expand banking to largerural markets.

### FAQs

## Why is the PIN sent by post? What if someone misuses it?

The personal identification number (PIN) alone is not enough for a transaction. It has to be used along with the information on the magnetic strip of the ATM/debit/credit card. The bank will never send the card and the PIN in the same post. If your card is with you and you suspect someone else has the PIN, you can ask for a new PIN.

## What is IVR?

IVR (Interactive Voice Response) is an automated telephone information system that speaks to the caller. It uses a voice menu and picks up real time data from databases. The caller interacts with the system by pressing digits on the telephone. IVR enables callers to access their bank at anytime of the day.

if it is our friendly neighbourhood bankmanager.

> Center for Investment Education and Learning

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