

1-Marketing of Credit Cards

- 1.1 Banks/DFIs should follow the Code of Conduct for marketing of Credit Cards which will be issued by Pakistan Banks' Association (PBA) in consultation with SBP.
- 1.2 Banks/DFIs should discourage aggressive and hard selling & marketing practices during working/office hours; except with prior appointment of the prospective customer. In case a customer is called during office hours for seeking appointment, he/she should be first asked for the option to continue with the call or not.
- 1.3 Banks/DFIs should seek prior consent of their customers/account holders for informing them on new products and services on telephone as and when introduced. In this regard, banks should maintain a "Don't call list" comprising the contact details of those customers who do not want to be contacted. The list should be accessible to all marketing staff and they should be advised not to contact such customers /account holders for introducing or offering new banking products. In this connection, banks should update the database of existing customers within three months from the date of issue of these guidelines.
- 1.4 Marketing staff must disclose their official identity before or during meeting with prospective customer.
- 1.5 Banks/DFIs should conduct regular training and awareness sessions of their marketing personnel covering all aspects of Credit Card operations including charges to be paid by the customers, safety measures, complaints resolution mechanism etc.
- 1.6 Marketing personnel and/or third party of the Banks/DFIs should provide complete information on the Credit Cards to the prospective customer and should not make false claims on any feature which the Bank/DFI does not offer. In this connection, Banks/DFIs should conduct Surprise Checks; at least once in every quarter, to verify the marketing approach used by their marketing personnel or third party. If some one found involved in making false claims and/or contacting customers included in "Don't call list"; then Banks/ DFIs should immediately take remedial steps and take disciplinary action against the concerned staff, in order to prevent such tendency in future and also immediately inform the customer accordingly.