

Customer Opinion Handling Procedure

Handling customer opinion effectively is a cornerstone for quality customer service. In order to strengthen customer relationship, enhance service quality and handle customer opinion effectively, we have set out the following “Customer Opinion Handling Procedure”:

Channels for customer opinion

- by post, e-mail, facsimile, phone or visit any of our sub-branches
- Complete the “Customer Opinion Form”
- Through our official website www.bankcomm.com.hk or [email to opinion@bankcomm.com.hk](mailto:opinion@bankcomm.com.hk)
- Fax to 2833 6561
- Call our Customer Opinion Hotline 2162 2199 (Office Hours: Mon-Fri 9:00am to 5:00pm. Please note that all calls may be recorded to ensure service quality.)

Service Pledge

- Letter of acknowledgement will be issued in **7 days** upon receipt of a written customer opinion.
- Reply or expected timeframe for reply will be provided within **30 days** if investigation is required upon receipt of a customer complaint.
- Formal reply will normally be ready within **60 days**, taking the nature of a customer complaint into account.

Attitude

- Customer opinion will be handled swiftly in a fair and equitable manner with sincerity and consistency.
- Compliments and criticisms will be considered in staff performance appraisal. Suggestions will be forwarded to relevant department to consider for future service enhancement.

Confidentiality

- All complaints will be classified as confidential. Only the case-in-charge and related persons will be informed and they should not be the subject staff of the complaint.

Workflow of handling customer's opinion

