

Bank Windhoek



# Service Charter

**"To exceed all service expectations at all times"**

**Competency, Friendliness, Helpfulness, Empathy, Efficiency, Professionalism**



# *Service Charter*

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# Service Charter

## **Bank Windhoek's Vision, Core Purpose, Values and Brand Positioning**

### **Our Vision**

To be the preferred bank in Namibia.

### **Our Core Purpose**

To make banking a rewarding experience.

### **Our Brand Positioning**

The bank that builds and nurtures long-lasting relationships with all its stakeholders.

### **Our Brand Character**

Bank Windhoek is honest, responsible and friendly, and values loyalty and long-term relationships.

### **Our Slogan**

"Together we do Better"

### **Bank Windhoek's Brand promise**

"We are a bank that builds and nurtures long-lasting mutually beneficial and rewarding relationships with all its stakeholders".

This is our differentiating promise made to all our stakeholders and clients. In all our interactions with the market place we strive towards ensuring that stakeholders experience the fulfillment of our brand promise through all their brand interactions and contacts.



# *Service Charter*

## **The Bank Windhoek Brand Values**

**Teamwork** - "Working together efficiently to add value to all stakeholders of Bank Windhoek"

**Excellence** - "Exceeding all expectations and excelling in everything we do"

**Learning** - "Continuously improving our skills, knowledge and abilities"

**Passion** - "Being excited and enthusiastic about what we do"

**Integrity** - "Being sincere and ethical in all we do"

**Innovation** - "We embrace new thinking & technology to create opportunities for Bank Windhoek"



# Service Charter

## Our Service Promise

To turn every average client interaction into an amazing Bank Windhoek service experience. This amazing service experience is articulated in the following key service deliverables:

- Friendliness
- Helpfulness
- Empathy
- Professionalism
- Competency
- Efficiency

## The Bank Windhoek Service Values

Our Bank Windhoek Service Values are essential in establishing Bank Windhoek as a market leader in service delivery within our sector in Namibia.

The Bank Windhoek Service Values along with the Bank Windhoek Values (TELPII), serve as a guide to our behaviour that helps us shape relationships with all our stakeholders resulting in value and growth for the bank.

Our Service Values represent both a personal and business service dimension:

### Personal Service Values:

- **Friendliness** - "Consistently portray an attitude of warmth and approachability in all we do"
- **Helpfulness** - "Always be willing, able and enthusiastic to assist without prejudice"
- **Empathy** - "Always be conscious and considerate of the emotional state of others"

### Business Service Values:

- **Professionalism** - "Always behave in an ethical manner reflecting the highest level of competence and skill"
- **Competency** - "Always maintain the highest levels of service knowledge and skill"
- **Efficiency** - "Always deliver the desired result for all stakeholders"

We believe that our clients are our very reason for existing. Because of this belief, we need to look after our most valuable resource. Therefore, we will deliver Excellent Customer Service through:

- Knowing our clients and building a relationship with our clients
- Not making promises that cannot be kept
- Dealing with complaints in an efficient and effective way
- Always being helpful, even if there is no immediate benefit in it
- Always being courteous, helpful, well-mannered and knowledgeable
- Always being ready to walk the extra mile/go beyond our call of duty



# Service Charter

## The rights and responsibilities of our clients

Our clients have certain rights pertaining to Bank Windhoek's service delivery. These rights are not forced onto the Bank by any outside entity, but it is a self-imposed and a self-regulated system that the Bank voluntarily subscribes to.

The rights of Bank Windhoek's clients in terms of service delivery are:

1. A right to be treated according to the Bank's Service and Brand Values and the Bank's Service Charter
2. A right to lodge a complaint about our service delivery and non-compliance to our Service and Brand Values and the Service Charter
3. A right to privacy and confidentiality
4. A right to full access to information regarding his/her personal business as well as other information, given that such information does not infringe upon the rights of other clients.

## The responsibilities of Bank Windhoek's clients are:

1. To treat the staff members of Bank Windhoek with courtesy and respect
2. To respond to information requested by Bank Windhoek staff members accurately, thoroughly and in a timely manner
3. To abide by any legal requirements and other obligations that clients must meet according to laws, rules and regulations of our country.

## Client feedback and complaints

Although Bank Windhoek strives to deliver excellent client service, we realize that there will be times where disputes or unsatisfactory service delivery will unfortunately occur. At Bank Windhoek we therefore commit ourselves to dealing with the concerns or complaints of our clients promptly, fairly, completely and courteously informing them of how we propose to act, how long it should take and what the results are.

Bank Windhoek welcomes feedback from clients, be it complaints or compliments, and therefore our clients are advised to lodge their complaints as follows:

1. Client complaints should first be addressed to the relevant branch or department manager for quick resolution and done preferably in writing (via hand delivered letter, fax or email) for record keeping purposes.
2. Complaints of a general nature, or if the client feels that the complaint has not been satisfactorily dealt within a branch or department, can be reported or sent to the Client Contact Centre, using any one of the following channels:
  - Tel: (061) 299 1200
  - Email: [info@bankwindhoek.com.na](mailto:info@bankwindhoek.com.na)
  - Letters can be sent to P O Box 15, Windhoek, Namibia for the attention of: The Manager – Customer Relationship Management
3. In the event that a complaint was not satisfactorily addressed as set out in steps 1 and 2, then the client has the right to complain in writing to the Managing Director



# Service Charter

## Service Standards

Since we invite our clients to lodge their complaints, Bank Windhoek is committed to:

- Enabling our clients to contact us in the way that they prefer – by telephone, online, in writing (fax, posted letter, email) or in person;
- Being available 24 hours a day, 7 days a week for our clients to report any faults or service difficulties via our Customer Contact Centre;
- Giving our clients feedback on their complaint as soon as possible

## Service Measurement

Bank Windhoek could measure the levels of service, as well as client satisfaction indexes, through the following methods:

1. Focus group interviews
2. Formal Services Audits conducted via personal face-to face interviews, electronic questionnaires or telephonic interviews
3. Tracking of the amount and nature of feedback/complaints/compliments received from clients
4. Special service measurement and monitoring campaigns encouraging clients to evaluate the service levels of Bank Windhoek via specific mediums such as a sms service rating campaign

