

**CODE OF CONDUCT  
APPLICABLE TO  
DIRECT SALES AGENTS OF  
HDFC BANK CREDIT CARDS**

## **Preamble**

The Code of Conduct for the Direct Selling Agents (DSAs) is a non-statutory code laid down by HDFC Bank for adoption and implementation by DSAs while operating as Agents of Banks and Financial Institutions.

### **1. Applicability**

The Direct Sales Agent (DSA) Code of Conduct has been adopted and included as part of the agreement between HDFC Bank and the DSA Establishment. This code will apply to all persons employed by the DSA who would be involved in marketing and distribution of credit cards and other related services of HDFC Bank. The DSA and its Telemarketing Executives (TMEs) & field sales personnel, namely, Business Development Executives (BDEs) must agree to abide by this code prior to undertaking any direct marketing operation on behalf of the bank. Any TME/BDE found to be violating this code will be blacklisted and the DSA will report such action taken to HDFC Bank from time to time. Failure to comply with this requirement may result in permanent termination of the business tie-up of the DSA with HDFC Bank and may even lead to permanent blacklisting by the industry.

To ensure that the TMEs and BDEs adhere to the terms of this Code of Conduct, the DSA will obtain a declaration from the TMEs and BDEs before assigning them their duties.

### **2. Tele-calling a Prospect (a prospective customer)**

The DSA will contact a prospect for sourcing a bank product or bank related product only under the following circumstances:

When prospect has expressed a desire to acquire a product through the bank's internet site/call centre/Branch or through the Relationship Manager at the bank, or has been referred to by another prospect/customer, or is an existing customer of the bank who has given consent for accepting calls on other products of the bank.

When the prospect's name/telephone number/ address is available & has been taken from one of the lists/directories/databases approved by the Manager / Team Leader of the DSA after taking his/ her consent.

The DSA will ensure that their TME will not call a person whose name/number is flagged in any "do not disturb" list made available to him/her.

### **3. Contacting a prospect on telephone**

Telephonic contact will normally be limited between 0930 Hrs and 1900 Hrs. However, the DSA will ensure that a prospect is contacted only when the call is not expected to inconvenience him / her.

Calls earlier or later than the prescribed time period may be placed only when the prospect has expressly authorized TME/BDE to do so either in writing or orally

### **4. Can the prospect's interest be discussed with anybody else?**

The DSA will make sure that a prospect's privacy is respected. The prospect's interest normally will be discussed only with the prospect and any other individual/family member such as prospect's accountant/secretary /spouse, authorized by the prospect.

#### **4.1 Leaving messages and contacting persons other than the prospect.**

Calls will first be placed to the prospect. In the event the prospect is not available, a message will be left for him/her. The aim of the message will be to get the prospect to return the call or to check for a convenient time to call again. Ordinarily, such messages will be restricted to the following:

"Please leave a message that XXXX (Name of officer) representing <Name of the DSA Establishment> called and requested to call back at ZZZZZZ (phone number)".

As a general rule, the message will indicate that the purpose of the call is regarding selling of HDFC Bank credit cards

### **5. No misleading statements/misrepresentations permitted**

#### **The TME/BDE wills not -**

- a) Mislead the prospect on any service / product offered;
- b) Mislead the prospect about the DSA Establishment's business or name, or falsely represent themselves.
- c) Make any false / unauthorized commitment on behalf of HDFC Bank for any facility/service.

## **6. Telemarketing Etiquettes**

### **6.1 PRE - CALL**

- a) No calls prior will be made prior to 0930 Hrs or post 1900 Hrs unless specifically requested.
- b) No serial dialing will be made
- c) No calling will happen on lists unless list is cleared by Team Leader

### **6.2 DURING CALL**

- a) The Telemarketing executive will identify himself/herself, the DSA Establishment's name and the name of HDFC Bank.
- b) He/She will request permission to proceed
- c) If denied permission, he/she will apologize and politely disconnect.
- d) He /She will state reason for the call.
- e) He/ She will always offer to call back on landline, if call is made to a cell number.
- f) He /She will never interrupt or argue
- g) To the extent possible, he/she will talk in the language that is most comfortable to the prospect
- h) He / She shall keep the conversation limited to business matters
- i) He /She shall check for understanding of "Most Important Terms and Conditions" by the customer  
If the prospect plans to buy the product
- j) He/She will reconfirm next call or next visit details
- k) He / She will Provide their telephone no, their supervisor's name or the bank officer contact details if asked for by the customer.
- L) He/ She will thank the customer for his/her time

### **6.3 POST CALL**

- a) Customers who have expressed their lack of interest for the offering will not be called for the next 3 months with the same offer
- b) The DSA Establishment will provide feedback to the bank on customers who have expressed their desire to be flagged "Do Not Disturb"

c) The DSA Establishment will never call or entertain calls from customers regarding products already sold. It will advise them to contact the Customer Service Staff of the bank.

### **7. Gifts or bribes**

No TME/BDE will accept gifts from prospects or bribes of any kind. Any TME/BOE offered a bribe or payment of any kind by a customer will report the offer to the management.

### **8. Precautions to be taken on visits/ contacts**

The BDE will:

- a) Respect personal space - maintain adequate distance from the prospect. He/She will not enter the prospect's residence/office against his/her wishes;
- b) No prospect will be visited in large numbers - i.e. not more than one BDE and one supervisor, if required.
- c) Respect the prospect's privacy.
- d) If the prospect is not present and only family members/office persons are present at the time of the visit, he/she will end the visit with a request for the prospect to call back.
- e) Provide his/her telephone number, and the supervisor's name or the concerned bank officer's contact details, if asked for by the customer.
- f) Limit discussions with the prospect to the business - Maintain a professional distance.

### **9. Other important aspects - Appearance & Dress Code**

BDEs will be appropriately dressed.

For men this means

Well-ironed trousers; Well-ironed shirt, shirt sleeves preferably buttoned down.

For women this means

Well-ironed formal attire (Saree, Suit etc.) - Well-groomed appearance.

Jeans and/or T Shirt, open sandals shall not be considered appropriate.

### **10. Handling of letters & other communication,**

Any communication sent to the prospect shall be only in the mode and format approved by the Bank.