Contact Centre Policy and Procedures

Purpose of Document

The Standard Operating Procedures for Contact Centre of MCB Investment Management Limited ("MCB Funds") (hereinafter referred to as the "SOP") establishes the framework, standards, procedures, responsibilities and controls governing the day-to-day operations of the Contact Centre.

The SOP provides a structured reference for Contact Centre personnel and relevant stakeholders to ensure that customer interactions, service requests, complaints, operational activities, reporting, quality monitoring, workforce management and inter-departmental coordination are performed consistently and in accordance with approved policies, procedures, service standards and applicable regulatory requirements.

SOP is intended to promote

- Consistent and professional customer service.
- Effective management of all customer contact channels.
- Timely processing and resolution of customer requests.
- Compliance with approved SOPs and regulatory requirements.
- Effective complaint management and escalation.
- Accurate and timely operational reporting.
- Continuous quality and process improvement.
- Effective workforce utilization.
- Proper documentation and auditability.

The Contact Centre Policy and Procedure includes:

CONTACT CENTRE ORGANIZATIONAL STRUCTURE	**LEARNING AND COACHING MANAGEMENT (LCM)**
ROLES AND RESPONSIBILITIES	**MYSTERY SHOPPING**
CONTACT CENTRE CHANNELS	**CUSTOMER FEEDBACK AND NPS**
CUSTOMER REQUEST AND TICKET MANAGEMENT	**APPRECIATION AND CUSTOMER RECOGNITION**
COMPLAINT MANAGEMENT	**PERFORMANCE MANAGEMENT AND SCORECARD**
WALK-IN CUSTOMER MANAGEMENT	**TRAINING AND ONBOARDING**
LEAD GENERATION AND MANAGEMENT	**DAILY CHANNEL AND SYSTEM TESTING**
CUSTOMER DOCUMENTS AND DISPATCH	**DOWNTIME AND INCIDENT MANAGEMENT**
FORM REPORTING AND SAME-DAY PROCESSING	**IT SUPPORT AND HARDWARE ISSUES**
QUALITY ASSURANCE AND MONITORING	**WEBSITE AND DIGITAL CHANNEL GOVERNANCE**
MIS AND MANAGEMENT REPORTING	**COMPLAINT ANALYSIS**
COMPLIANCE AND REGULATORY REPORTING	**AUDIT MANAGEMENT**
PERFORMANCE RECOGNITION	**PERFORMANCE SCOREBOARD**
ESCALATION FRAMEWORK	**FRAUDULENT ONLINE TRANSACTIONS AND DIGITAL SERVICE BLOCKING/UNBLOCKING**