

Code of Conduct for Third Party Sales Agents (TPSA's)

1. Preamble

The Model Code of Conduct for the Third Party Sales Agents (TPSA's) is a non-statutory code issued by the Payment Card Industry Association of Sri Lanka (PCIASL), a voluntary association of members consisting of Payment Card Issuers and Acquirers in Sri Lanka, for adoption and implementation by TPSA's while operating as Agents of Banks and Financial Institutions.

2. Applicability

Upon adoption and inclusion as part of agreement between HSBC and the TPSA, this code will apply to all persons involved in marketing and distribution of any loan, credit card, overdraft or any other financial product of the HSBC Bank. The Third Party Sales Agents (TPSA's) who consist of both Tele-Marketing Executives (TME) and field sales personnel, namely, Direct Marketing Executive (DME) must agree to abide by this code prior to undertaking any direct marketing operation on behalf of HSBC Bank. Any TME/DME found to be violating this code may be blacklisted and such action taken be reported to HSBC Bank from time to time by the TPSA. Failure to comply with this requirement may result in permanent termination of business of the TPSA with HSBC and may even lead to permanent blacklisting by the industry.

A declaration must be obtained from TME's and DME's by the TPSA prior to assigning them their duties. The declaration sample is annexed to this Code.

3. Tele-calling a Prospect (a Prospective Customer)

A prospect is to be contacted 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 no/ address is available & has been taken from one of the lists/directories/databases approved by the TPSA Manager/Team leader, after taking his/her consent. The sales person should not call a person whose name/number is been flagged in "Do Not Call Register" made available to him/her.

4. When you may contact a Prospect on telephone

It may be ensured that a prospect is contacted only when the call is not expected to inconvenience him/her. Normally between 0900 hrs and 1900 hrs.

Calls earlier or later than the prescribed time period may be placed only under the following conditions:

- When the prospect has expressly authorized sales agent to do so either in writing or orally.

5. Can the Prospect's interest be discussed with anybody else?

TPSA should respect a prospect's privacy. The prospect's interest may normally be discussed only with the prospect and any other individual/family member such as prospect's accountant/secretary /spouse, authorized by the prospect.

6. Leaving messages and contacting persons other than the Prospect

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

'Please leave a message that XXXXX (Name of officer) representing HSBC Bank called and requested to call back at ZZZZZZ (phone number)'.

As a general rule, the message must indicate:

- That the purpose of the call is regarding selling or distributing a bank product of HSBC.

7. No Misleading statements/Misrepresentations permitted

Third party sales agent or TPSA should not –

- Mislead the prospect on any service / product offered;
- Mislead the prospect about their business or organization's name, or falsely represent themselves.
- Make any false / unauthorized commitment on behalf of HSBC for any facility/service.
- Disclose any bank information to third party. Handle cash on behalf of the customer. Signing of docs when the original is not sighted.

8. Telemarketing Etiquettes

Pre Call

- No calling on lists unless the list has been cleared by the TPSA Team Leader.

During Call

- Identify yourself, your company and your principal.
- Request permission to proceed.
- If denied permission, apologize and politely disconnect.
- State reason for your call.

- Always offer to call back on landline, if call is made to a cell number.
- Never interrupt or argue.
- To the extent possible, talk in the language which is most comfortable to the prospect.
- Keep the conversation limited to business matters.
- Check for understanding of the 'Most Important Terms and Conditions' by the prospect if he/she plans to buy the product.
- Reconfirm next call or next visit details.
- Provide your telephone no, your supervisor's name or your bank officer contact details if asked for by the prospect.
- Thank the prospect for his/her time.

Post Call

- Prospects who have expressed their lack of interest for the offering should not be called for the next 3 months with the same offer.
- Provide feedback to the bank on prospects who have expressed their desire to be flagged to a 'Do Not Call Register'. A list of names to be obtained monthly
- Never call or entertain calls from prospects/customers regarding products already sold. Advise them to contact the Customer Service Staff of HSBC.

9. Gifts or Bribes

Sales Agent's must not accept gifts from prospects or bribes of any kind. Any sales agent offered a bribe or payment of any kind by a prospect/customer must report the offer to his/her management.

10. Precautions to be taken on Visits/ Contacts

Sales Person should:

- Respect personal space – maintain adequate distance from the prospect.
- Not enter the prospect's residence/office against his/her wishes;
- Not visit in large numbers – i.e. not more than one BDE and one supervisor, Respect the prospect's privacy.
- If the prospect is not present and only family members/office persons are present at the time of the visit, he/she should end the visit with a request for the prospect to call back unless asked to wait.
- Provide his/her telephone number, supervisor's name or the concerned bank officer's contact details, if asked for by the prospect/customer.
- Limit discussions with the prospect to the business – Maintain a professional distance.

11. Other Important aspects – Appearance & Dress Code

TPSA's will be appropriately dressed when conducting business with customers.

For Gentlemen this means; well ironed trousers; Well ironed shirt, if long sleeved shirt, preferably buttoned down, Well-groomed appearance.

For Ladies this means; Well ironed formal attire (Saree, Suite, Skirt & Blouse etc.), Well-groomed appearance.

Jeans, Casual Trousers and/or T-Shirts, Open Sandals, Slippers shall not be considered appropriate.

12. Handling of Letters & Other Communication

Any communication sent to the prospect should only be in the mode and format prescribed and approved by HSBC.

13. Declaration-cum-Undertaking

A declaration-cum-undertaking in the prescribed format attached herewith, is to be obtained by the TPSA from each individual TME/ DME employed by them for the purpose of selling any products and services of HSBC.

14. Protection from Agents of banks

The customers have the right to know the details of the agents appointed for customer services by licensed banks and the 'Code of Conduct' issued to them by banks to refrain from doing any of the following.

- a) Harassing customers.
- b) Using abusive debt collection practices.
- c) Disclosing customer information to others.
- d) Giving false or misleading information about products/services.
- e) Unduly influence customers or the general public to buy or get involved in the bank's products/services.
- f) Engage in getting any security documents signed outside the bank.

Re: **Code of Conduct**

Dear Sir,

I am working in your company as a _____. My job profile, inter-alia, includes offering, explaining, sourcing, and assisting documentation of products and linked services to prospects of HSBC.

In the discharge of my duties, I am obligated to follow the Code of Conduct attached to this document.

I confirm that I have read and understood and agree to abide by the Code of Conduct. I further confirm that the trainer mentioned below has explained the contents in full to me.

In the event of any violation, non-adherence to the said Code of Conduct, you shall be entitled to take such action against me as you may deem appropriate.

Signed on this _____ day of _____ 20_____

Signature _____ Name _____ Agency _____

Signature of Trainer

Name

Company

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