



# **MAHARASHTRA RURAL HOUSING & MORTGAGE FINANCE LIMITED**

**Model Code of Conduct for DSA / Referrals / Sanyojak**

The model code of conduct for direct Selling Agents / Referrals / Sanyojak hereinafter referred as DSA is a code of conduct for adoption in respect of DSA's operating as their agents.

1. The code will apply to all persons involved in marketing & distribution of any loan or other financial product of MRHMFL. The DSA and its employees/ representatives must agree to abide by this code prior to undertaking any direct operation on behalf of an MRHMFL. Any employees/representatives of the DSA found to be violating this code may be blacklisted and such action taken may be reported to MRHMFL from time to time by the DSA. MRHMFL may consider termination or permanent blacklisting of DSA's who fail to comply with this requirement. A declaration to be obtained from employees I representatives by the DSA's before assigning them their duties is annexed to this code.

## **2. Tele-calling a prospective customer**

A prospective customer may be contacted for sourcing an MRHMFL product or MRHMFL related product only under the following circumstances:

- When a prospective customer desires to acquire any MRHMFL product through the MRHMFL website/ call center/ branch / has been referred by another customer/ prospective customer/from any other source or existing customer who has given consent for accepting calls on other products of the MRHMFL.
- When the prospective customer's name/telephone no. / address is available and obtained after taking his/ her consent.

The employee / representatives of the DSA should not call a person whose name/ number is flagged in any "do not call" list made available to him/her.

## **3. When to contact a prospective customer**

The prospective customer must normally be limited between 0700 HRS and 1900 HRS. However it may be ensured that a prospective customer is contacted only when the call/visit is not expected to inconvenience him/her. The contact with the prospective customer earlier or later than the prescribed time may be placed only under the following conditions:

- When the prospective customer has expressly authorized the DSA and its employees / representatives to do so either orally or in writing.

## **4. Respect prospective customer's privacy**

DSA should respect the prospective customer's privacy and his/ her interest may normally be discussed only with him / her and with any other individual / family member such as prospect's accountant/ secretary / spouse only when authorized to do so by the prospective customer.

## **5. Leaving Messages**

Calls must first be placed to the prospective customer. If the prospective customer is not available, a message may be left for him/ her. The aim of the message should be to get the prospective customer to return the call or to check for a convenient time to call again.

Ordinarily, such message may be restricted to:

"Please leave a message that ..... (name of the officer) representing ..... (name of MRHMFL) called and requested to call back at..... (phone no.)".

As a general rule, the message must indicate that the purpose of the call is regarding selling or distributing a product of an MRHMFL.

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

Direct Selling Agent (DSA) and its employees / representatives should not:

- a. mislead the prospective customer on any service / product offered by an MRHMFL;
- b. mislead the prospect about their business or organization's name, or falsely represent themselves;
- c. Make any false / unauthorized commitment on behalf of an MRHMFL for any facility/housing loan/service.

## **7. Telemarketing Etiquette**

### **Pre Call**

- a. No calls prior to 0700 Hrs or post 1900 Hrs unless specifically requested.
- b. No serial dialing
- c. No calling on lists unless list is cleared by the team leader

### **During Call**

- a. Identify yourself, your company and your principal
- b. Request permission to proceed
- c. If denied permission, apologies and politely disconnect.
- d. State reason for your call
- e. Always offer to call back on landline, if call is made to a cell number
- f. Never interrupt or argue
- g. To the extent possible, talk in the language which is most comfortable to the prospective customer
- h. Keep the conversation limited to business matters
- i. Check for understanding of "Most Important Terms and Conditions" by the customer if he plans to buy the product
- j. Reconfirm next call or next visit details
- k. Provide your telephone number, your supervisor's name or the MRHMFL's officer's contact details if asked for by the customer.
- l. Thank the customer for his/her time

### **Post Call**

- a. Customers who have expressed their lack of interest for the offering should not be called for the next 3 months with the same offer
- b. Provide feedback to the MRHMFL on customers who have expressed their desire to be flagged "Do Not Call"
- c. Never call or entertain calls from customers regarding products already sold.
- d. Advise them to contact the Customer Service Staff of the MRHMFL.

## **8. Gifts or bribes**

Employees /representatives of Direct Selling Agent (DSA) must not accept gifts from prospective customers or bribes of any kind. Any employee/representative of the DSA, who is offered a bribe or payment of any kind by a customer, must report the offer to his /her management.

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

Employees/representatives of Direct Selling Agent (DSA) should:

- a. respect personal space - maintain adequate distance from the prospective customer;
- b. not enter the prospective customer's residence /office against his /her wishes;
- c. not visit in large numbers, i.e. not more than one employee /representative of the DSA and one supervisor, if required; respect the prospective customer's privacy;
- d. if the prospective customer 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 prospective customer to call back;
- e. provide his /her telephone number, name of the supervisor or the concerned officer of the MRHMFL and contact details, if asked for by the customer; and
- f. Limit discussions with the prospective customer to the business - Maintain a professional distance.

## **10. Other Important aspects - Appearance & Dress Code**

Employees/representatives of Direct Selling Agent (DSA) must 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 (sari, suit, etc.) and a well groomed appearance.

Jeans and / or T- Shirt, open sandals are not considered appropriate.

## **11. Handling of letters & other communication**

Any communication sent to the prospective customer should be only in the mode and format approved by the MRHMFL.

## **12. GENERAL**

1. MRHMFLs should, at least on an annual basis, review the financial and operational condition of the service providers to assess their ability to continue to meet their outsourcing obligations.
2. Such due diligence reviews, which can be based on all available information about the service provider should highlight any deterioration or breach in performance standards, confidentiality and security, and in business continuity preparedness.
3. MRHMFLs should have in place a management structure to monitor and control its outsourcing activities. It should ensure that outsourcing agreements with the service

providers contain provisions to address their monitoring and control of outsourced activities.

4. Regular audits by either the internal auditors or external auditors of the MRHMFL should assess the adequacy of the risk management practices adopted in overseeing and managing the outsourcing arrangement, the MRHMFL's compliance with its risk management framework and the requirements of these guidelines.
5. In the event of termination of the agreement for any reason, this should be publicized so as to ensure that the customers do not continue to deal with that service provider.
6. DSA should be aware of Consumer Grievances Policy of MRHMFL & should educate the prospective customer about the same and mechanism to make complaints.