



THE INTERNATIONAL
CUSTOMER SERVICE
INSTITUTE

IMPLEMENTATION OF THE INTERNATIONAL CUSTOMER SERVICE STANDARD (TICSS)

Case Study of RAKBank

**RAKBank
Ras Al Khaimah, UAE**

Introduction

The National Bank of Ras Al-Khaimah (RAKBANK) has its head quarters in Ras Al-Khaimah, an emirate of the UAE, and their main office in Dubai. The bank provides retail and corporate banking services through a network of 22 branches across the UAE.

For the previous three years RAKBANK have come top in the Annual Bank Benchmarking Study conducted by Ethos Consultancy which assesses the quality of customer service among banks in the UAE. This accolade is a testament to the customer service excellence journey instigated by their General Manager during the previous seven years. The outcome of this journey was for the USP of RAKBANK to be: "Provision of Service Excellence and Quality". As part of this journey RAKBANK have a customer service team of approximately 10 people dedicated to achieving this goal. The bank was looking for external recognition of this goal and approached The International Customer Service Institute for this.





Preparation

The International Customer Service Standard provided RAKBANK with a framework against which to assess the level of customer focus the organisation had achieved. The service quality team were provided training on the Standard and a Benchmark Initial Assessment was conducted which assessed activities carried out across the 22 branches. The results from the assessment were the basis for the development of a roadmap for RAKBANK which enabled the service quality team to lead the initiative to address all the issues from the Benchmark Initial Assessment. The roadmap included a review of their processes and measurement methods. A set of customer service standards and policies were also developed which they tailored to suit their own business.

Throughout the period of planning for registration the service quality team at RAK conducted all of their own training on Customer Service for all employees and were almost completely self sufficient throughout this period which lasted a total of 4 months.

Assessment

RAKBANK achieved the Benchmark level for The International Customer Service Standard in November 2007. This was the first bank to have scored this level during an assessment. The Standard created a greater awareness for the need to improve customer service standards and processes within the bank while the success of the assessment could be attributed to the commitment from the Chief Executive and the customer service team to achieve service excellence.

Continuous improvement

The scoring system of the Standard has motivated and driven the bank to strive for the Excellence level the next time that BSI conduct an assessment. Overall the project took 4-5 months from conception to assessment by BSI. The reason they were so successful was because for the past 7 years they had been implementing strong and rigid policies on service quality and was demonstrated during the Customer Service Standard Assessment.

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