

FAIR TREATMENT OF CUSTOMERS



FAIR TREATMENT OF CUSTOMERS (FTC):

Consumer Protection framework is a basic model, which identifies the factors that can contribute to achieving adequate levels of satisfaction and protection that characterizes the relationship between consumer and financial entity.

FTC Vision

"To provide our customers quality and innovative range of banking products without discrimination, maintaining fairness in charges, clarity in communication, developing service culture and designing effective grievance handling mechanism through highly motivated and trained team of professionals."

FTC Objectives

- To protect the interests of our customers at each stage of the Product Life Cycle.
- To ensure that promotional material is clear, simple and appropriately designed for the intended consumer group.
- To ensure that customers' complaints are assessed fairly, promptly and impartially, in line with SBP guideline.
- To ensure that FTC (Fair Treatment of Customers) values are understood and practiced by everyone.

To know more about our consumer protection framework and objectives please visit

<https://www.jsbl.com/financial-literacy/consumer-protection-framework/>

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