

# Social Responsibilities Related to Responsibility to Consumers



## COMMITMENT AND POLICY

In carrying out the company's responsibilities to consumers, Bank Mandiri refers to policies and regulations that apply in Indonesia, namely:

1. Financial Services Authority Regulation No. 1 / POJK.07 / 2013 concerning Consumer Protection in the Financial Services Sector.
2. Bank Indonesia Regulation No. 7/7 / PBI / 2005 concerning Settlement of Customer Complaints, which has been amended by PBI No. 10/10 / PBI / 2008 Regarding customer protection.

To complement these regulations and in order to support the spirit of a remarkable customer experience (CX) in particular the resolution of customer complaints / complaints, Bank Mandiri has also compiled and implemented comprehensive guidelines relating to the management of customer complaints in the form of Standard Operational Guidelines (SPO) for Customer Complaints Management.



## FORMULATION OF SOCIAL RESPONSIBILITY RELATED TO CONSUMERS

Perumusan kebijakan maupun inisiatif strategis dalam hal pemberian layanan pada semua touch point maupun produk yang ditawarkan kepada nasabah, selalu mempertimbangkan 3 (tiga) *critical point*, yaitu:

1. Compliance critical, i.e. every policy, product offered, as well as new / existing strategic initiatives that are made not in conflict with regulations (internal or external), and continues to conduct ongoing reviews in the form of control testing activities and follow-up on internal audit findings.
2. Customer critical, namely every policy, product offered, and strategic initiatives made to provide comfort for customers, which are represented in the slogan “Soul Service” namely “Fast, Reliable, and Comfortable” which has been implemented by Bank Mandiri since 2015. This is reflected in the Service Level Agreement (SLA) review activity and the workflow for complaint resolution and customer satisfaction measurements that are carried out regularly every year.
3. Business Critical, which is every policy, product offered, and strategic initiatives made to benefit the Bank’s business or work processes that are more optimal / increase efficiency as a form of contribution to improving the Bank’s performance.

In the 2019 satisfaction survey information was also extracted related to customer expectations of banking services. The results were obtained that the customer’s expectations of the bank were fast-responding services and Bank Mandiri was able to meet these expectations. This is evidenced by the higher Bank Mandiri satisfaction rate compared to the banking industry.

## SOCIAL RESPONSIBILITY ACTIVITY PLAN TO CONSUMERS

In accordance with the Company’s spirit to provide positive customer experience (CX) to all customers, responsibility of Bank Mandiri to customers, such as:

1. Providing service guarantees in the form of Standard Level Agreement (SLA) complaints that is continually reviewed and updated refer to customer expectations. Besides, Determination of complaint SLA amount according to the policies and regulations that apply in Indonesia, in this case the written complaint is completed within 20 (twenty) working days, and under certain conditions can be extended for the next 20 (twenty) working days.
2. Conducting banking education to all elements of society, as a form of responsibility of the Company in the Spirit of Propering the Nation.
3. Conducting customer satisfaction surveys as part of improving the quality of products and services provided by the Company to customers.

## ACTIVITY

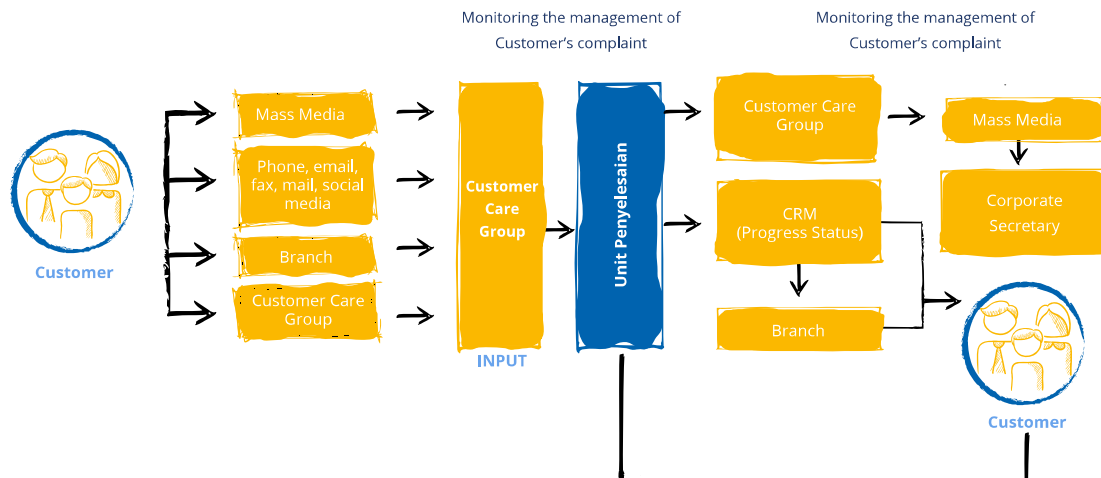
### Customer Complaint Activities

As a form of the openness of Bank Mandiri for every customer complaint, Bank Mandiri facilitates customer complaints through various media such as:

1. Mandiri Call 24-hour service at 14000.
2. Website [www.bankmandiri.co.id](http://www.bankmandiri.co.id) by choosing menu “contact us”.
3. E-mail: [mandiricare@bankmandiri.co.id](mailto:mandiricare@bankmandiri.co.id).
4. Twitter Account @mandiricare.
5. Facebook Account “Bank Mandiri”.
6. Telegram, at 0811-84-14000 (Telkomsel).
7. Official letter that is addressed to Bank Mandiri either delivered directly, sent by post or facsimile.
8. Bank Mandiri Branch Offices throughout Indonesia.

## Handling Customer Complaints

In order for all customer complaints to be dealt with in a fast and effective process, Bank Mandiri conducts coordination with the picture of customer complaint flow stages, as follows:



All complaints that have been received from various types of media complaints are then forwarded directly to the settlement unit related and monitored directly by the Customer Care Group (CCG) to ensure that the settlement of complaints will be carried out in accordance with the established Service Level Agreement (SLA). Whereas, specifically for complaints made through mass media, CCG coordinates with the Corporate Secretary Group in monitoring complaints responses in related media. Additionally, CCG also provides policies for special complaints according to criteria and reporting customer complaints to regulators.

As a form of excellent service provided by Bank Mandiri to customers, data related to the resolution of customer complaints and complaints that have been carried out by Bank Mandiri within the past 5 (five) years can be seen in the following table.

Types of Customer Complaints	2019	2018	2017	2016	2015
Interest / Profit Sharing / Profit Margin	14	8	4	8	34
Fines / Penalties	45	14	7	31	90
Administration / Provision / Transaction Fees	133	85	107	81	156
Transaction Failure / Delay	566.809	482.297	312.740	209.879	295.027
Bill Amount / Account Balance	26.143	18.733	17.058	11.625	236
Etc	141	175	239	5.173	9.883
Total	593.285	501.312	330.155	226.797	305.426
In the Process of Completion	4.372	0	0	0	0
Has been resolved	597.657	501.312	330.155	226.797	305.426

Based on the data above, along with an increase in the number of transactions it can be seen that there is also an increasing trend in the number of complaints that have been resolved from 2015 to 2019. This indicates that Bank Mandiri has always tried to answer all complaints / complaints of its customers as a form of Bank Mandiri's accountability to the Customer.

## Confidentiality of Customer Data

The confidentiality of Customer Data is regulated in internal provisions of Bank Mandiri, including the Technical Operational Guidelines (PTO) Transparency in the Use of Customer Personal Data (TPDPN) effective from November 10, 2015. This PTO regulates operational procedures related to TPDPN to new and existing individual Customers.



Performance  
Highlights



Report of the Board  
of Commissioners and Directors



Company  
Profile



Management Discussion  
and Analysis on Company Performance



Human  
Capital

Provisions regarding the use of Customer's personal data (which is in the Bank) for commercial purposes must be carried out transparently and carried out based on the written agreement of the Customer. In the PTO, among others, it regulates the functions and duties of the management work unit and the mechanism for managing TPDPN.

## Product Information Activity

In order to realize a high commitment to protect customer rights, then throughout 2018, Bank Mandiri has carried out various programs and social responsibility activities in the product and customer fields. The implementation of the policy that have been made include:

### Customer Education

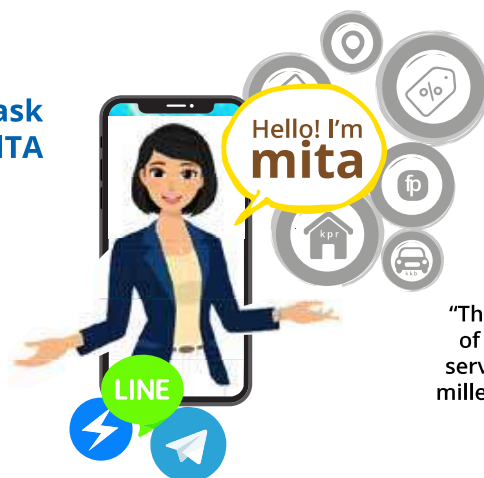
To expand the reach of education programs for customers, Bank Mandiri utilizes website [www.bankmandiri.co.id](http://www.bankmandiri.co.id) and branch offices, ATMs, flyers, brochures, television, radio, websites, social media, indoor media and other advertising media to deliver educational materials about products and services available at Bank Mandiri. In addition, in 2018, Bank Mandiri has also conducted educational programs for customers of Bank Mandiri and the general public that aim to improve public financial literacy. The implementation of customer education events titled "Mandiri Edukasi 2018" in 5 (five) cities with the following information.

No.	City	Schedule Implementation	Topic Education
1.	Universitas Padjajaran – Bandung	Tuesday, April 30, 2019	<ul style="list-style-type: none"> <li>Entrepreneurship "How to Build a Startup"</li> <li>The Smart Way to Invest</li> </ul>
2.	Universitas Tanjungpura – Pontianak	Thursday, October 3, 2019	
3.	Universitas Jambi - Jambi	Thursday, November 14, 2019	
4.	Institut Teknologi Sepuluh Nopember - Surabaya	Tuesday, November 26, 2019	
5.	Universitas Udayana – Denpasar	Friday, November 29, 2018	

To ensure that the education program is effective in improving public financial literacy, Bank Mandiri conducted an Effectiveness Survey on a total of 784 respondents who were participants in the "Mandiri Edukasi 2018" event from the city: Bandung, Padang, Tangerang, Bengkulu, and Yogyakarta. From the survey results, information was obtained that the education program had been effective in improving public financial literacy.

### Mandiri Intelligent Assistant (MITA)

It's time to ask  
MITA

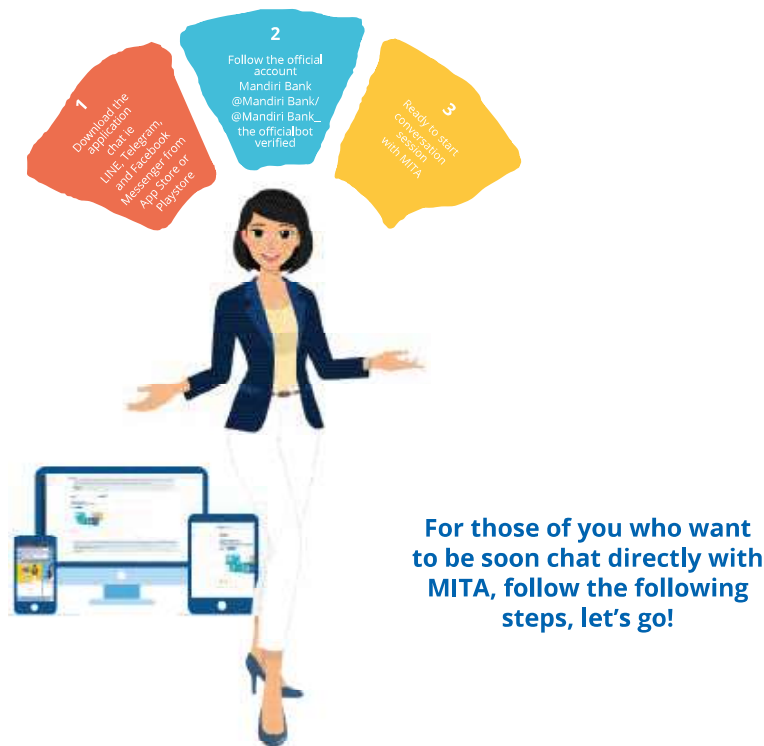


"The presence of MITA answers the challenges of Bank Mandiri in providing comprehensive services to various customer groups, especially millennial customers who are more familiar with social media"

To improve the quality of service to customers, Bank Mandiri added features of the Bank Mandiri website with Mandiri Intelligence Assistant (MITA). MITA is an information service for customers based on chat applications that can be accessed directly by users via cell phones to find out information about products, services, promotions, ATM locations and branches.

Bank Mandiri presents MITA to address the growing challenges of digital transformation in Indonesia, which is a form of the Company's adaptation to trends and service needs of modern contact center. MITA services are believed to be able to accelerate and facilitate customer interactions with banks so that in the future it is expected to help the Company win competition in the financial industry. In addition, this digital-based service is expected to meet the needs of customers from the millennial generation, which amounts to 43%.

The scope of MITA services is the delivery of information regarding Bank Mandiri products and services. MITA does not serve the delivery of information related to bank secrets as stipulated in the legislation and related to the customer's financial data.



## COMPLAINTS CHANNELS

As a form of responsibility and openness of Bank Mandiri to its customers, any complaints or complaints from customers can be submitted to the Company through several facilities as mentioned previously, namely, among others, Mandiri Call, website, email or social media owned by Bank Mandiri (Twitter, Facebook and Telegram). Customers can also go directly to Bank Mandiri Branch Offices throughout Indonesia or submit complaints through official letters delivered directly, sent by post or facsimile.

## IMPACT OF SOCIAL RESPONSIBILITY ACTIVITIES TO CONSUMERS

### CUSTOMER SATISFACTION RESULTS

To find out the extent of Bank Mandiri's customer satisfaction levels in 2019, Bank Mandiri collaborated with PT Kadence International to conduct a Customer Satisfaction Survey on branch contact points and electronic banking (e-banking). Through the survey, 2 (two) values were obtained, namely Customer Satisfaction Score (CSAT) and Net Promoter Score (NPS). The survey method used is Face to Face Interview. The results of the survey show that overall the assessment of Bank Mandiri CSAT and NPS in 2019 is higher than the banking industry figures as can be seen in the following table:

**Table of Results of Customer Satisfaction Survey Branch Contact Points and e-Banking**

Contact Point	CSAT		NPS	
	Bank Mandiri	Industry	Bank Mandiri	Industry
Service Branch	83,32	82,13	39	31
e-Banking	82,56	81,86	32	32
Overall	82,73	81,92	36	33

In addition to measuring the two contact points above, Bank Mandiri also conducted a Customer Satisfaction Survey of the Retail and Wholesale business segments. The results of the 2019 survey showed that Bank Mandiri obtained a value of satisfaction above the value of the banking industry.

**Tabel Hasil Customer Satisfaction Survey Segmen Bisnis Retail dan Wholesale**

Business Segment	CSAT		NPS	
	Bank Mandiri	Industry	Bank Mandiri	Industry
Retail	85,09	81,84	39	26
Wholesale	82,91	81,33	36	19
Overall	84,18	81,62	38	25

## CONFIDENTIALITY OF CUSTOMER DATA

In 2019, there were 5 complaints from customers related to data leakage and customer data confidentiality. 4 (four) of the 5 (five) complaints have been resolved properly in accordance with the SLA of the complaint that has been determined and the customer is well received the settlement of the complaint. 1 (one) complaint is still in the process of completion.

## CONSUMER FIELDS INITIATIVE ACHIEVEMENTS

As a form of excellent service provided by Bank Mandiri to customers, Bank Mandiri always strives to immediately follow up and resolve complaints and complaints submitted by its customers. As for the 597,657 customer complaints that occurred in 2019, a total of 593,285 or more than 99% of complaints have been resolved. This proves the commitment of Bank Mandiri in providing the best service to customers as a stakeholder.

In addition, with the high level of settlement of customer complaints, customer confidence has also increased so as to indirectly improve the financial performance and net profit of Bank Mandiri, there is an increase in the amount of dividends that Bank Mandiri can provide to shareholders.

## APPRECIATION

One of the newest channels provided by Bank Mandiri to provide convenience to obtain information related to Bank Mandiri is a chat application that can be accessed directly by customers, namely Mandiri Intelligence Assistant (MITA). As a form of excellent service through this service, MITA succeeded in getting the 1st Best Chatbot award for the category of Commercial Banks given based on the results of the Indonesian Marketing Research (MRI) survey and Infobank Magazine in 2019.

## CERTIFICATION

Bank Mandiri's commitment to provide the best service to customers is also supported by the following certifications

<b>Certification Type:</b> ISO 9001: 2015 Customer Information Management Department Customer Care Group <b>Validation:</b> August 1, 2018 - July 31, 2020 Issued by: SGS	<b>Certification Type:</b> ISO 9001: 2015 Mandiri Contact Center Department Customer Care Group <b>Validation:</b> October 1, 2018 - September 30, 2020 Issued by: SGS
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