

Dear Editor

We thank Mr Lee Pheng Soon for his feedback "Bank's reply omitted vital details" (ST Online Forum, 26 July 2011).

From time to time, banks offer new products and services to their customers through telemarketing calls. Feedback from our member banks reveal that many customers have found such calls beneficial as they serve to inform customers of the new products and services being offered by their banks.

Customers who do not find such telemarketing calls beneficial can request their banks to put them on the do-not-call list. Banks subscribe to the telemarketing guidelines for the financial industry issued by the Contact Centre Association of Singapore (CCAS). Under the telemarketing guidelines, banks are committed to maintain a do-not-call list.

Customers who have requested not to be called by their banks or their telemarketing agents will be put on the do-not-call list. Banks and their telemarketing agents will refrain from making telemarketing calls to such customers.

If customers have feedback on any telemarketing issues, they can e-mail ABS at [banks@abs.org.sg](mailto:banks@abs.org.sg) and provide details such as the name of the bank/telemarketing agent and the date and time of the call.

ABS will follow up with the relevant bank to ensure that the bank in question adheres to the telemarketing guidelines.

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Director  
The Association of Banks in Singapore