

NBP pioneered wide range of consumer products to enhance businesses

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ISLAMABAD: National Bank of Pakistan (NBP) is the pioneer in the country in developing a wide range of consumer products, to enhance businesses and cater to different segments of society. "Some schemes are specifically designed for all the income segments of population which include NBP Advance Salary, NBP Saiban, NBP Kissan Dost, NBP Cash n Gold", said a NBP statement issued on Tuesday.

The NBP has implemented special credit schemes like small finance for agriculture, business and industries, administrator to Qarz-e-Hasna loans to students, self-employment scheme for unemployed persons, public transport scheme. During 2012, NBP through concerted efforts managed growth in all spheres especially in low risk consumer finance (Cash n Gold) and deposits with record growth. It stood by the nation in time of need, where recent floods wiped out of the business of some of its clients, the bank stood with the nation. The statement further said that the National Bank of Pakistan is a diversified, dynamic and largest bank institution of the country and services are available to individuals, corporate entities and government. It continues to act as trustee of public funds and as the agent to the Central Bank, the State Bank of Pakistan (in places where SBP does not have presence), the statement added. It further said that recently, it has converted its whole network of branches online. This milestone has paved way for offering a number of online facilities to account holders such as Inter Branch Fund Transfer, Cash deposit and withdrawals from any branch and issuance of NBP Cash Card that is utilizable both as ATM and as Debit Card. The NBP has implemented special credit schemes like small finance for agriculture, business and industries, administrator to Qarz-e-Hasna loans to students, self-employment scheme for unemployed persons, public transport scheme. During 2012, NBP through concerted efforts managed growth in all spheres especially in low risk consumer finance (Cash n Gold) and deposits with record growth. The NBP statement said that the bank stood by the nation in time of need, when recent floods wiped out the businesses of some of its clients. The Small and Medium Enterprise (SME) and agriculture sectors have been its focus, as they are the main pillars for generating economic activities in the country and offer lucrative opportunities for effective diversification and optimum returns. Moving ahead, National Bank of Pakistan has successfully implemented Core Banking Application (CBA) at its Main Branch, Karachi and now plan to convert another 250 branches by the end of September 2013. Its Call Centre is now working on 24/7 basis providing account information, facilitating lodging of complaints and status of ATM card applications. The Call Centre now receives more

than 1,000 calls daily and the number is increasing day by day. The bank is serving 7.7 million account holders. The bank serves 3.3 million pensioners out of total 4 million pensioners in the country. A web-based application has been implemented from March 1, 2012 in 560 authorized branches for payment of pension and contribution collections of Employees Old Age Benefits Institution, an autonomous body that assures payment of grant, financial relief or financial assistance to employees of private institutions who are registered with them. System to facilitate direct credit of pensions to pensioners' accounts has been developed which will eliminate their physical presence in the branch to claim pension. Automation of pension payment to Pakistan Railways retired employees is also planned which will further benefit more than 100,000 pensioners and reduce counter traffic at bank's branches, the statement said. The bank statement further said that it undertook remodeling of Card Management Unit (CMU) for improving its efficiency in dealing with ATM card issuance and allied services to card holders in the year 2012. The capacity to produce cards and their delivery through courier services has enhanced from 700 cards per day to 7,000 cards per day. The turn-around-time for issuance of ATM Card to applicant account holders has also been significantly reduced. Manual based application for issuance of ATM Card has been substituted with automated filing of application. The ATM Alerts are now generated for ATM Debit Transactions. As a next step, alerts for all Debit and Credit transactions that are made (self or by the Bank) in customer accounts as well as automatic reversals would also be generated. The NBP has successfully replaced the paper based account opening process with a system based account opening process which meets all regulatory as well as Bank's internal policies requirements relating to Know-Your-Customer. Generation of Computerized Payment Receipt (CPR) is already offered in case of collection of FBR dues through software developed and owned by FBR - PRAL. A computerized Payment Receipt (CPR) duly secured with bar code is generated by the system which covers 80% of the collections made for FBR. The NBP is now pursuing the objective of automating the process of government collections enabling the depositors to have computerized payment receipt. For minimizing the turn-around-time (TAT) in dealing with customer complaints all 29 Regional Offices are now linked with Customer Facilitation Centre at Head Office to route Customer Complaints and their follow-up till resolution.

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