

December 30, 2020

## Voluntary Charter for Promoting Mutual Responsibility

### Making banking services accessible for senior citizens during the period of the coronavirus crisis and its ramifications

The COVID-19 crisis has had a marked impact on the daily life of senior citizens in Israel. The physical distancing from family and the natural environment created social distancing, which deepened the feeling of loneliness and increased the difficulty in receiving various essential services.

With the goal of assisting this population in dealing with the challenges created in receiving the various banking services, the Ministry for Social Equality, the Banking Supervision Department, the Association of Banks in Israel, and the banking system have formulated a voluntary charter for increasing the accessibility of banking services for senior citizens during the COVID-19 period.

The steps detailed in the charter are in addition to other steps taken during routine times to assist senior citizens in increasing the accessibility of banking services. Of course, each bank can offer additional steps for senior citizens, in line with the bank's business and social judgment, beyond the steps detailed in this charter.

#### Steps agreed on in this issue:



Priority in service queue for 70+ year-olds



Easing for senior citizens at call centers



Adjusting service features to senior citizens' needs



Digital education for conducting banking activities



Tightening contact between Ministry for Social Equality's and banks' call centers.



Integrating designated content in new bank-e-learning training



This charter does not exhaust all the broad aid already given by banks to their customers.



This social charter does not create any legal or financial obligation.



The public will be informed of the main points of charter and details of banks that joined it.



Updating senior citizens on rights and benefits



## Service adjusted to senior citizens' needs –

Against the background of the coronavirus crisis and its ramifications on Israel's economy, and to help senior citizens endure the challenging period, every bank will offer various alternatives for increasing accessibility of bank services, in line with senior citizens' needs, including:

- **Mobile branch:** The banks, in coordination with the Banking Supervision Department and the Ministry for Social Equality and after examining the needs, including during lockdown periods subject to authorities' guidelines, will use mobile branches to assist senior citizens, whether in various institutions or in places with a high concentration of an elderly population.
- **Home delivery service:** The banks will provide the senior citizens' population, in special cases as needed and by the bank's discretion, together with the relevant customer, home delivery service, in accordance with existing permits. This is with the understanding that in a crisis period there is a need for service that is different than the various services provided by the banks to this population. To the extent that the senior citizen finds it difficult to carry out a banking activity of withdrawing cash, depositing a check, or receiving a checkbook in this period, the bank will examine, per its ability, the possibility of providing the service directly to the customer's home or near the home. This, only after identifying the customer, with advance coordination, and the customer's consent to receive the service, which may involve a cost, according to the business discretion of each bank.

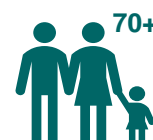


## Improving the call center's response service for senior citizens –

The banks will improve the phone response given to the senior citizen population, through one of the following ways:

- **Creating a designated extension** at the call center for senior citizens
- **Creating a mechanism, the goal of which** is to provide priority in the call center's automated call router for receiving a rapid response based on identification of the customer via basic and memorable details only and without the need for entering a PIN code. This is with the goal of making it easier for older customers who contact the call center and who at times do not remember the PIN code and thus find it difficult to receive priority in the queue.

**This is in addition to the possibility existing today of providing a response via routing calls** for senior citizens by giving them priority in the queue, in accordance with the PIN code.



## Priority in services provided in physical branches to those aged 70 and older –

The law existing today grants an exemption from standing in line for those aged 80 and older. In order to avoid extensive standing in line, the banks will enable customers aged 70 and older to receive priority in the line for service at the bank branches.



## New employee training process –

The bank will include training (such as via a tutorial or any other way it finds correct) about the senior citizen population, and the importance of service aligned with its needs. The content for the training will be constructed in collaboration with the Ministry for Social Equality and the Banking Supervision Department.



## Tightening the connection between the Ministry for Social Equality’s dedicated call center and the banks’ units for handling public enquiries

The Ministry for Social Equality’s \*8840 hotline for senior citizens serves as a central address for receiving senior citizens’ enquiries, providing information on all the rights, services, and benefits due the senior citizen population, and for helping with exhausting the rights. In order to improve the mechanism in giving a response to enquiries about banking:

- Every bank will provide a direct communication channel vis-à-vis the hotline, to provide a high-quality and rapid response to citizens’ enquiries. Through this channel, enquiries from the hotline will be given precedence and will be handled as rapidly as possible by the banks. The process of submitting complaints on the activity of any given bank, including submitting an appeal to the Public Enquiries Unit at the Banking Supervision Department, will continue to be carried out as it is today.
- Training will be provided to employees at the senior citizens’ hotline by banking system representatives and in advance coordination on the issue of banking services and the rights of senior citizens.



## Digital training in banking areas –

In order to assist the older population to work with digital banking and to be independent in consuming those services, the banks agree to act as follows:

- **Activity of the financial education forum:** This forum, which was set up through the leadership of the Banking Supervision Department and in which all the banks are members, **will provide the Ministry for Social Equality, the banks, and the public with explanatory materials** regarding the senior citizens’ population, dealing with 2 main topics:
  - a. Financial knowledge and tools, with an emphasis on making digital literacy accessible for carrying out banking activities remotely.
  - b. Content dealing with increasing awareness of the senior citizen population of proper conduct on the Internet and recommendations for improving the protection of personal details and preventing their abuse.



- The financial education forum will formulate over the coming half year a **virtual-training program** that will be carried out by the banks for the benefit of their customers. The program will be based on, among other things, the explanatory material that will be generated by the forum.



#### **Update of customers –**

Every bank will inform its senior citizen customers of the range of banking rights/benefits available to them, in a manner that the customer generally receives notices from the bank, and it will be published on a designated page on the bank's website.



**The banks are aware that the Ministry for Social Equality and the Banking Supervision Department intend to inform the public of the main points of the charter as well as the details of the banks that have joined it.**



**This social charter does not create any legal or financial obligation.**

**This charter does not exhaust all the extensive assistance already provided by each bank to its senior citizen customers, and of course, every bank may also expand it for the benefit of its senior citizen customers.**

