

SBI, Raha branch launch BPR service for the customers



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In order to provide better customer care services and streamline functioning, the State Bank of India (SBI) Raha branch launched Business Process Re-engineering (BPR) project with focus on customer convenience on July 7 , Saturday at its Raha branch .

This was disclosed by Mr Biswajyoti Bhattasaryee , General Manager, SBI, Raha branch after inaugurating the service for its customers at the bank. The Branch Manager told the Assam Tribune that Redesigning is being done by SBI as a part of its Business Process Re-engineering (BPR) project with focus on customer convenience and Raha branch is the first among all 14 SBI bank branches in Nagaon district to have this service for its customers.

Speaking on re-designing, Mr Bhattasaryee said that this involves creating more customer area in the banking hall, proper seating arrangements for customers, taking back office functions away from the banking hall and personalised service to all customers.

The Branch Manager, accompanied by Dambaru Sharma, bank official, Raha branch, further informed that two new SBI ATM counters at Raha and Chaparmukh will be set up shortly for its customers.

Dibya J Borthakur

Roha, Nagaon

BY DIBYA J BORTHAKUR

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