

H. Policy for Grievance Redressal

H (1): Preamble

In the present scenario of competitive banking, excellence in customer service is the most important tool for sustained business growth. Customer complaints are part of the business life of any corporate entity. This is more so for banks because banks are service organizations. As a service organization, customer service and customer satisfaction should be the prime concern of any bank. The bank believes that providing prompt and efficient service is essential not only to attract new customers, but also to retain existing ones & customer dissatisfaction would spoil bank's name and image.

This policy document aims at minimizing instances of customer complaints and grievances through proper service delivery and review mechanism and to ensure prompt redressal of customer complaints and grievances. The review mechanism envisages identifying shortcoming in product features and service delivery.

This policy on grievance redressal set out below is based upon the under noted basic principles:-

- Customers be treated fairly at all times;
- Complaints raised by customers are dealt with courtesy and without any loss of time;
- Customers are fully informed of avenues available for registering their complaints/grievances within the organization and their rights to alternative remedy, if they are not fully satisfied with the response of the bank to their complaints;
- Bank would treat all complaints efficiently and fairly as they can damage the bank's reputation and business if not handled properly;
- The bank employees must work in good faith and without prejudice to the interests of the customer;
- Awareness of staff members in respect of the need to minimize customer grievances for securing the long term goals of the Bank/Institution should be ensured;
- The Bank would not discriminate on the basis of age, race, gender, marital Status, religion or disability;

In order to make our bank's redressal mechanism more meaningful and effective, a structured system is built towards such end. Such system ensures that the redressal sought is just and fair and is within the ambit of

the frame-work of rules and regulation that the bank operates in. This policy document will be made available at all branches and all the employees of the Bank will be made aware about the complaint handling process.

The basic idea behind this policy is to deal with complaints quickly & sympathetically. The intention of this policy is to :-

- correcting mistakes promptly and canceling any bank charges that the bank had applied by mistake;
- handling customer complaints promptly;
- letting the customer know to take his complaint forward in case he is not satisfied with the primary response from the bank and
- providing suitable alternative avenues to mitigate problems arising out of technological failures.

From a study of the pattern of the complaints received by us, the customer complaints usually arise on account of the following factors;

- The attitudinal aspects in dealing with customers
- Inadequacy of the functions/arrangements made available to the customers
- Gaps in standards of services expected and actual services rendered.

The customer is entitled to register his complaint whenever he is not satisfied with the services provided by the Bank. He can submit his complaint in writing, orally or over telephone. If any customer's complaint is not resolved within the given time or if he is not satisfied with the solution provided by the Bank, he can approach Banking Ombudsman with his complaint or other legal avenues available for getting his grievances redressed. Sources of Complaints-

- Complaints received at Branch level
- Complaints received directly at Regional Office
- Complaints received at Head office
- Complaints received through website or customercare mail ID

H(2):Internal Machinery to handle Customer complaints / grievances

H (2.a): Three tier grievance redressal System

The Bank will have a grievance machinery functioning at three levels i.e. Branch, Regional and Head Office level. All complaints received at every level

will be immediately acknowledged, redressed and final reply will be given to the complainants.

H (2.b): Nodal Officer to handle complaints and grievances

Bank has appointed Manager, (Management) who is responsible for the implementation of customer service and complaint handling policy for the entire bank.

The Bank has appointed Nodal official for customer service in the HO and with whom customers with grievances can approach in the first instance and with whom the Banking Ombudsman and RBI can liaise. His name, address, telephone number, e-mail Id have been published on Bank's website.

H (3): The responsibilities of the Nodal Officer at Head Office shall include:

- Laying down the grievances redressal policy and process, monitoring its implementation and initiating corrective action wherever needed.
- Review and approval of all products and processes from the customer service perspective.
- Conduct of Customer Service surveys to learn more about hidden complaints as approved by the Standing Committee on Customer Service and initiate corrective action wherever necessary.
- Review the comments of auditors on implementation of Customer Service and grievance redressal policies and initiate corrective action wherever necessary.
- Collect, analyse and present data to enable the Standing Committee and Customer Service Committee of the Board to understand the customer service issues that need to be addressed and also recommend actions to be initiated.
- With the help of data collected from feedback, complaints, customer service surveys and audits, do root cause analysis of most impactful and/or most recurring issues to identify the processes that need to be corrected to prevent recurrence.

- Take capacity building initiatives, in collaboration with other functional heads and the training establishments, to enable the front office and back office staff to deliver quality customer service.
- Convene meeting of the Standing Committee on Customer Service and Customer Service Committee of the Board and to implement their directions in a time bound manner.
- Ensure prompt submission of all reports and returns to RBI and other statutory /regulatory bodies relating to Customer Service.
- Take all other actions and initiatives necessary to improve the quality of Customer Service, on a continuous basis.
- The Nodal officer, besides his above mentioned duties, shall also decide upon matters requiring immediate action and follow-up for timely redressal of grievances of customers. Where delay is seen, he shall take corrective steps/action to avoid delays, including action against staff where shortcomings are seen.

H (4): Mandatory display requirements

It is mandatory for the bank to provide;

- Appropriate arrangement for receiving complaints and suggestions.
- The name, address and contact number of Nodal Officer
- Contact details of Banking Ombudsman of the area
- Code of bank's commitments to customers/Fair Practice code

Committees on Customer Service

Customer Service Committees are formed at various levels.

H (5): Branch Level Committee

H (5.a): Functions of the committee

- To ensure continuous improvement in quality of Customer Service and matters related to customer suggestions, customer complaints

H (5.b): Standing Committee

Functions of the committee are

- Evaluate feed-back on quality of customer service received from various quarters. The committee would also review comments/feed-back on customer service and implementation of commitments in the Code of Bank's Commitments to Customers received from BCSBI.
- The Committee would be responsible to ensure that all regulatory instructions regarding customer service are followed by the Bank. Towards this, the Committee would obtain necessary feed-back from the Regional Offices.
- The committee would submit report on its performance to the customer service committee of the board at quarterly intervals.
- Committee of Hon. Board of Directors-

The Committee will suggest innovative measures of enhancing the quality of the customer service and improving the level of customer satisfaction for all categories of customers at all times. The Committee would also review the functioning of standing committee on customer service.

H (6): Resolution of Grievances

Branch Manager is responsible for the resolution of complaints/grievances in respect of customer's service by the branch. He would be responsible for ensuring closure of all complaints received at the branches. It is his foremost duty to see that the complaint should be resolved completely to the customer's satisfaction and if the customer is not satisfied, then he should be provided with alternate avenues to escalate the issue.

If the branch manager feels that it is not possible at his level to solve the problem he can refer the case to Regional or Regional Office for guidance. Similarly, if Regional office finds that they are not able to solve the problem such cases may be referred to the Nodal Officer.

H (7): Time Frame

Complaints need to be seen in the right perspective because they indirectly reveal weak spots in the working of the bank. Complaints received will be analyzed from all possible angles. Specific time schedule set up for handling complaints will be adhered to towards disposing of such complaints at all levels including branches, Regional Office and Head Office.

- Branch Managers will arrange to resolve the complaints within specific time frames, as decided by the bank.

- If a complaint received at the branch level is not resolved within 10 days from the date of receipt of complaint, the branch will escalate the complaint to the next higher authority, i.e. Regional Office.
- Regional Office will endeavor to resolve the complaint in 10 days from the receipt of the complaint at the Regional office either from the Branch or directly from the customer.
- If Regional Office is unable to satisfy the customer, he may refer such complaints to the Nodal Officer.
- The Regional Office should ensure to refer the case to Nodal Officer within 20 days from the date of receipt of complaint at the Branch Office and within 10 days if the complaint is lodged directly at the Regional Office.
- Nodal Officer will endeavor to redress all complaints within a period of 30 days from the date of receipt of the complaints.
- In case a complaint cannot be resolved within the above-mentioned time frame, the customer will be informed about the reasons as to why more time is needed to redress the complaint.
- All complaints remaining unresolved for more than 30 days from the date of receipt of complaints from customer will be reported to Board of Directors.
- If the customer is not satisfied with the Bank's response, he may approach Banking Ombudsman appointed by Reserve Bank of India under The Banking Ombudsman Scheme, 2006. A copy of The Banking Ombudsman Scheme, 2006 is displayed on Bank's website.

Communication of bank's stand on any issue to the customer is of vital importance. Even complaints which require more time for examination of issues involved will invariably be acknowledged promptly. Regional Office will send action taken report on complaints received, to the Head Office at the end of every month on the basis of information received by them from the branches.

H (8): Interaction with customers

- The bank recognizes that customer's expectation/ requirement/ grievances can be better appreciated through personal interaction with customers by bank's staff.
- Structured customer meets, say once in a month will give a message to the customers that the bank cares for them and values their feed back/suggestions for improvement in customer service.
- Many of the complaints arise on account of lack of awareness among customers about bank services and such interactions will help the customers appreciate banking services better.
- As for the bank the feed back from customers would be valuable input for revising its product and services to meet customer requirements.

H (9): Sensitizing operating staff on handling complaints

Staff would be properly trained for handling complaints. The bank is dealing with people and hence difference of opinion and areas of friction can arise. With an open mind and a smile on the face the bank's staff should be able to win the customer's confidence. It would be the responsibility of the Nodal Officers to ensure that internal machinery for handling complaints/grievances operates smoothly and efficiently at all levels. They should give feed back on training needs of staff at various levels to the HR Department of the bank.

H (10): Maintenance of Complaint Box/Register

All offices & branches of the Bank would maintain a complaint Register where customers can drop their complaints. The complaint register would be placed in a suitable position where it would be easily visible and identifiable.

Every branch maintains a Complaint Book with adequate number of perforated copies in each set, so designed as to instantly provide the complainant with an acknowledged copy of the complaint.

H (11): Amendment of the modification of Policy

Bank reserves the right to amend/modify this policy as and when deem fit and proper, at its sole discretion.
