

# **GRIEVANCE REDRESSAL POLICY**

## **1. Introduction**

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 is the prime concern of bank. The Bank believes that providing prompt and efficient service is essential not only to attract new customers, but also to retain existing ones. 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 will help in identifying shortcomings in product features and service delivery.

### **1.1 Principles for Grievances Redressal Mechanism-**

The Bank's policy for redressal of grievances follows the under noted Principles:

1. Customers are treated fairly at all times.
2. Complaints raised by customers are dealt with courteously and in time.
3. Customers are fully informed of avenues to escalate 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.
4. Bank will treat all complaints efficiently and fairly as they can damage the Bank's reputation and business, if handled otherwise.
5. The bank employees will work in good faith and without prejudice to the interests of the customer.

In order to make Bank's redressal mechanism more meaningful and effective, Bank will have a structured system. Such system will ensure that the redressal sought is just and fair and as per rules and regulations. The policy document will be made available at all branches. All the employees will be made aware about the complaint handling process to ensure better customer service and general awareness in the Bank.

## **2. Why complaint arises?**

The customer complaint arises due to;

- a. The attitudinal aspects of staff in dealing with customers
  - b. Inadequacy of the functions / arrangements made available to the customers or gaps in standards of services expected and actual services rendered.
  - c. Difference in perception and interpretation of provisions, rules and regulations and law.
3. The customer is having full right to register his complaint if he is not satisfied with the services provided by the Bank. He can give his complaint in writing, orally or over telephone. If customer's complaint is not resolved within given time or if he is not satisfied with the solution provided by the Bank, he can approach Banking

Ombudsman/ Consumer Forum / BCSBI with his complaint or resort to other legal avenues available for grievance redressal.

#### **4. Internal Machinery to handle Customer complaints/ grievances**

##### **4.1 Customer Service and Complaint Position to Board:**

Customer Service and Complaint Position / Redressal Mechanism Position is being put up before Customer Service Committee of Board and the compliance / present status of the action points suggested by the Board on the same is reported to the Board in subsequent /next Board Meeting. These meetings scheduled quarterly.

##### **4.2 Board Committee on Customer Service**

This sub-committee of the Board would be responsible for formulation of a Comprehensive Deposit Policy incorporating the issues such as the treatment to and operation in the account on the death of a depositor, the product approval process and the annual survey of depositor satisfaction and the tri-ennial audit of such services. The Committee will also examine any other issues including examination of loan policies and service issues for the individual as a borrower also having a bearing on the quality of customer service rendered. This Committee will also review the functioning of Standing Committee on Customer Service.

Experts and representatives of customers' will be invited to enable the Bank to formulate policies and assess the compliance thereof internally with a view to bring about ongoing improvements in the quality of customer service provided by the Bank.

Banks will place a statement of complaints before Boards / Customer Service Committees along with an analysis of the complaints received. The complaints should be analyzed:

- (i) To identify customer service areas in which the complaints are frequently received
- (ii) To identify frequent sources of complaint
- (iii) To identify systemic deficiencies
- (iv) For initiating appropriate action to make the grievance redressal mechanism more effective.

##### **4.3 Standing Committee on Customer Service**

The Standing Committee on Customer Service will be chaired by the Executive Director of the Bank. Besides two to three senior executives of the Bank, the committee will also have two to three eminent non-executives drawn from the public as members.

The tenure of non-executive public members will be maximum 1 year and tenure cannot be extended further. However, the same member can be nominated again for a new tenure but with minimum gap of 1 year between two tenures.

The same committee (non-executive members are not mandatory) will be empowered to finalize non-executive members.

The committee will have the following members –

Executive Director	- Chairman
General Manager- Incharge, Customer Service	- Member
General Manager, HRM	- Member
Deputy General Manager, Operations	- Member
Assistant General Manager, Customer Service	- Convener
Select customers	- Invitees (Non-Exe. Members)
Internal Ombudsman	- Invitee

Quorum – Executive Director, General Manager, Incharge Customer Service, Deputy General Manager, ABC, AGM Customer Service, select customers.

The committee will have the following functions.

1. Evaluate feedback 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 as received from BCSBI. It will take periodical review and take necessary steps for implementation of the Code. The committee would review complaints relating to non-compliance with the code provisions on quarterly basis.
2. The Committee would be responsible to ensure that all regulatory instructions regarding customer service are followed by the Bank. Towards this, the committee will obtain necessary feedback from field / functional heads / Regional Customer Service Committees.
3. The committee also would consider unresolved complaints/grievances referred to it by functional heads responsible for redressal and offer their advice.
4. The committee would submit report on its performance to the Customer Service Committee of the Board at quarterly intervals.
5. The Standing Committee on customer service at HO shall review the unauthorised electronic banking transactions reported by customers or otherwise, as also the action taken thereon, the functioning of the grievance redress mechanism on Quarterly basis and will take appropriate measures to improve the systems and procedures.

General Manager, Incharge Customer Service, is the Chief Grievance Redressal Officer for our Bank. Chief Grievance Redressal Officer is responsible for placing the statements of complaints, analysis of the complaints received, reporting status of customer complaints and redressal mechanism, to Customer Service Committee of the Board and Standing Committee on Customer Service, ensuring disclosure of statement of complaints, details of unimplemented awards of the Banking Ombudsman along with financial results of the Bank and any other role and responsibility as defined by RBI.

The statements/ reports placed to the Customer Committee of the Board & Standing Committee on Customer service should be based on the analysis of complaints received viz. identification of customer service areas in which the complaints are frequently received, identification of frequent sources of complaints, identification of systemic

deficiencies and initiation of appropriate action to make grievance redressal mechanism more effective.

#### **4.4 Zonal Office Customer Service Committee**

At Zonal level, Zonal Office Customer Service Committees will take review Of complaints in the region. They will submit their quarterly report to Standing Committee on customer service.

The punishment for the rude behavior be decided at zonal office level.

The tenure of non-executive public members will be maximum 1 year and tenure cannot be extended further. However, the same member can be nominate again for a new tenure but with minimum gap of 1 year between two tenures.

The same committee (non-executive members are not mandatory) will be empowered to finalize non-executive members.

Zonal Office Customer Service Committee will have the following members –

Zonal Head	- Chairman
Deputy Zonal Head (Nodal Officer)	- Member & Convener
Planning Officer	- Member
Staff Officer	- Member
2 Branch Head from the Zone	- Member
Select Customers	- Invitee (Non-Executive Members)

Quorum – Zonal Head / Nodal Officer, Planning / Staff Officer, 1 Branch Head and select Customer.

In absence of the Zonal Head, Deputy Zonal Head will chair the meeting.

#### **4.5 Branch level Customer Service Committees**

At branch level, branches will take necessary steps for strengthening the branch level committees with greater involvement of customers. It will also include customers, senior citizens per guidelines issued from time to time. Such reconstituted committee should meet every month to study complaints / suggestions, cases of delay; difficulties faced / reported by customers / members of the committee and evolve the ways and means of improving customer service.

The branch level customer service committees will submit quarterly reports giving inputs/suggestions to the Standing Committee on Customer Service, thus enabling the Standing Committee to examine them and provide relevant feedback to the Customer Service Committee of the Board for necessary policy / procedural action. Such BLCSCs will be formed at all branches.

#### **4.6 Nodal Officer and other designated officials to handle complaints and grievances**

- a. General Manager, In-charge Customer Service will act as Principal Nodal Officer / Chief Grievance redressal Officer and he/she will be responsible for the implementation of customer service and complaint handling for the entire Bank.

- b. Zonal Head will act as Grievances Redressal Authority at the Zone to handle complaints/grievances in respect of zones / branches respectively, under their control. In respect of quick redressal of grievances of customers the responsibility at Zonal office level is to be assigned to the Deputy Zonal Manager in capacity of Nodal Officer.
- c. He / She shall act as nodal officer for managing the customer complaints pertaining to their zone.
- d. At the branch level, Branch Head will act as Grievances Redressal Authority. The deputy branch manager will act as Nodal Officer for grievance redressal.

Nodal Officer before communicating his decision/ or partial relief, will be referred to the Internal Ombudsman of the Bank for his final views. If the customer is still not satisfied has had option to go to Banking Ombudsman with his complaint or other avenues available for grievance redressal.

***Contact details including, name, complete address, telephone / fax number, E- mail address etc. of Principal Nodal Officer and Zonal Nodal Officers are prominently displayed, in the portal of the Bank.***

#### **5. Mandatory display requirements:**

Each branch will display,

1. The Name, address and contact number of Principal Nodal Officer(s)/Chief Grievances Redressal Authorities / Code Compliance Officer / Principal Code Compliance Officer.
2. Contact details of Banking Ombudsman of the area
3. Code of Bank's Commitments to Customers / Fair Practice Code

Display of the required information in the branch premises is the primary responsibility of the Branch Manager and the Zonal Manager shall be responsible for ensuring the display as per policy. The same is also covered under Branch Layout Policy.

#### **6. Resolution of Grievances**

Appropriate arrangement for receiving complaints and suggestions will be made by the branch. Every Branch Head, Supervisor and Officers will be primarily responsible for extending courteous, efficient and prompt customer service and thereby avoiding scope for customer grievances. Resolution of complaints to the satisfaction of complainant will be their responsibility.

Branch Head will be primarily responsible for the resolution of complaints / grievances in respect of customer's service by the branch. He will be responsible for ensuring closure of all complaints received at the branches. It will be his foremost duty to see that the complaints are resolved completely to the satisfaction of the customer and if the customer is not satisfied, then he will 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 will refer the case to Zonal Office for guidance. Similarly, if Zonal Office finds

that it is not able to solve the problem, such cases may be referred to the Nodal Officer. Branches will submit weekly report of pending complaints to Zonal Offices, Zonal Offices will submit a fortnightly report of pending Complaints to Nodal Officer who will ensure redressal of such complaints within four weeks.

## 7. Dealing with Complaints and Improving Customer Relations

### 7.1 Complaints/Suggestion box

Complaint/Suggestion box should be provided and **be fixed at prominent place** at each branch/office of the Bank. Further, at every branch of the Bank a notice requesting the customers to meet the branch manager shall be displayed regarding grievances, if the grievances remain unredressed.

### 7.2 Complaint book / Register

Complaint book, **as per IBA Design**, with perforated copies in each set shall be introduced, so designed as to instantly provide an acknowledgement to the customers and intimation to the controlling office. **Complaint register be kept at prominent place in the branch.**

The branches shall maintain a separate complaints register in the prescribed format given for entering all the complaints/grievances received by them directly or through ZO/HO/Government. These registers shall be maintained irrespective of the fact whether a complaint is received or not in the past.

Complaint Register Format:

S. No.	Date	Account No.	Name of complainant	Mobile No.	Email	Products & Services	Nature of Complaint	Brief details of complaint

***The complaint registers maintained by the branches should be scrutinized by the concerned Zonal Manager, during his periodical visit to the branches and his observations / comments thereon be recorded in his visit report.***

### 7.3 Complaint Form

A complaint form, along with the name of the nodal officer for complaint redressal, shall be provided in the home page itself to facilitate complaint submission by customers. The complaint form shall also indicate that the first point for redressal of complaint is the Bank itself and that complainants may approach the Banking Ombudsman only, if the complaint is not resolved at the Bank level within a month. Similar information shall be displayed in the boards put up in all the branches to indicate the name and address of the Banking Ombudsman. In addition, the name, address and telephone numbers of the Bank to whom complaints can be addressed shall also be given prominently.

### 7.4 Time frame

Complaint has to be seen in the right perspective because they indirectly reveal a weak spot in the working of the Bank. Complaint received shall be analyzed from all possible angles. Time Schedule set up for handling complaints and disposing them at all levels including Branches, Zonal Offices and Head Office will be as under-

- Branches: The complaint will be redressed within 2 days.
- Zonal Office: The complaints will be redressed within 1 Week (Inclusive of initiation of complaint at Br level).
- Head Office: Complaints received by different departments at Head Office will be redressed within 2 Week (Inclusive of initiation of complaint at Br level).
- Complaints escalated from branch to Head Office will be redressed maximum within 2 weeks.
- Complaints unresolved for 30 days or more will be forwarded to the Nodal Officer concerned under Banking Ombudsman Scheme.

Bank shall strive to adhere to the time limits defined by the regulators for resolving common types of complaints.

#### **7.5 Queries/ Complaints with respect to NEFT transactions**

Bank's Contact Centre, Mahaseva, will handle customer queries/ complaints regarding NEFT transactions. The contact details of Mahaseva are available on Bank's website.

#### **8. Acknowledgment / Interim Reply**

All complaints will be acknowledged immediately. If the complaint is relayed over telephone at designated telephone, help desk, or Customer Facilitation Center of the Bank, a complaint reference number will be provided and complainant will be kept informed of the progress within a reasonable period of time. Complaint Redressal Authorities will try to resolve the complaint within specified time frames, specified by the Bank. Communication of Bank's stand on any issue to the customer will be a vital requirement. Interim reply along with reasons for delay will be sent to the complainant, if more than specified time is required for examination of the issues involved or for redressal of grievance. Bank will inform complainant how to take his complaint further if he is not satisfied

##### **8.1 Staff Meeting and Review of Systems and Procedure**

Branches will conduct a staff meeting after receipt of a complaint. The various aspects of the complaint including systemic failure, if any, will be discussed in the meeting and if there is any flaw in the system, necessary steps will be taken for changing the system in consultation with the Zonal Head, so that there is no recurrence of such complaint.

#### **9. Monitoring**

Branch will send to Zonal Office every month and Zonal Office will send to Head Office bi-monthly, the consolidated action taken report on complaints received.

#### **10. 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. Planned customer meets, say once in a Month will give a message to the customers that the Bank cares for them and values their feedback/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 feedback from customers would be valuable input for revising its product and services to meet customer requirements.

#### **11. Sensitizing operating staff on handling complaints**

Staff shall be properly trained for handling complaints. We are dealing with people and hence difference of opinion and areas of friction can arise. With an open mind and a smile on the face, we shall be able to win the customer's confidence. It would be an integral part of training programme schedules to include training session on imparting soft skills required for handling irate /agitated customers **and Customer Service and Behavioral Science also**. It would be the responsibility of the Nodal Officer to ensure that internal machinery for handling complaints/grievances operates smoothly and efficiently at all levels. He shall give feedback on training needs of staff at various levels to the HR Dept. Field Executives will conduct staff meetings during their visits to branches and sensitize the staff on handling complaints and for extending good customer service.

#### **12. Standardized Public Grievances Redressal System Introduced by Govt. of India, Ministry of Finance on 11.06.2012.**

Bank has introduced "Standardized Public Grievances Redressal System (SPGRS)" advised by GOI, MOF, Department of Financial Services, New Delhi on 11.06.2012, The main features of SPGRS are as under.

- a) All complaints received from multiple sources/channels like i) Complaint Registers at Branch level ii) Written Complaints iii) Toll free telephone Numbers iv) Mobiles v) Online Grievances vi) E-mails vii) CPGRAMS , should invariably be lodged into a common digital platform in order to have an integrated information system for customer grievances. Bank has upgraded its own software for automatic recording of such data in the system where applicable.
- b) There are three level structure of Grievances Redressal, ie Branch, Zone and Head Office.
- c) All the grievances should be classified under various heads and sub heads.
- d) All written grievances received at any level should also be entered into the web based computerized SPGRS system and should generate unique number which should be intimated to complainant while sending acknowledgment. The same can be access through ULC login.
- e) Banks has developed a uniform interface for its web based SPGRS software.
- f) Three level redressal structure i.e. Branch, Zone and Head Office been adopted with maximum period of 21 days for redressal.
- g) Branch to redress complaint in 10 days, if not redressed then the same should automatically get escalated to ZO who is to redress the same in 5 days. If the same is not redressed at ZO, the same is to be escalated to HO where it should be redressed in 6 days.
- h) Customer can punch the complaints on the Bank's official website.



- i) On the same page of Bank's official website, customer can track the real time status of compliant.
- j) Customer can submit feedback on quality of redressal through Bank's website.

### **13. Redressal of complaints received on social media platform**

Complaints received through Social Media will be forwarded to "Mahaseva". Maaseva will be going through these complaints and resolving these complaints in consultation with respective branch and/ or concerned department of Head Office. These complaints will be registered in SPGRS by Mahaseva.

### **14. Appointment of Chief Customer Service Officer (Internal Ombudsman)**

To boost the quality of customer service and to ensure that, there is undivided attention to resolution of customer complaints in Bank, an internal ombudsman designated as Chief Customer Service Officer (CCSO) has been appointed in the Bank.

The bank's internal ombudsman is a forum available to the Bank customers for Grievance Redressal, before, they can approach the Banking Ombudsman. The Bank shall internally escalate all complaints, which are not fully redressed, to the Internal Ombudsmen (IO) before conveying the final decision to the complainant, the customers of banks need not approach the IO directly. The implementation of IO Scheme, 2018 will be monitored by the bank's internal audit mechanism apart from regulatory oversight by RBI.

### **15. The Banking Ombudsman Scheme 2006**

The Scheme is introduced by RBI with the objective of enabling resolution of complaints relating to certain services rendered by banks and to facilitate the satisfaction or settlement of such complaints.

Any person may file a complaint with the Banking Ombudsman on the grounds, as mentioned in the scheme, alleging deficiency in banking including internet banking or other services and banking services in respect of loans and advances.

Banking Ombudsman shall send a copy of the complaint to the branch or office of the Bank names in the complaint, under advice to the nodal officer and endeavour to promote a settlement of the complaint by agreement between the complainant and the Bank through conciliation or mediation. Nodal Officer of respective Zone will be empowered to sign such agreements.

In case an Award is passed by the Banking Ombudsman against the Bank, Bank may prefer appeal against the Award of Ombudsman. Such appeal shall be filed by the Bank with the previous sanction of the Managing Director & CEO. In absence of the Managing Director & CEO, the sanction will be obtained by the Executive Director of the Bank.

### **16. Disclosure of complaints / unimplemented awards of Banking Ombudsmen along with Financial Results**

The following brief details along with financial results will be disclosed:

#### **A. Customer Complaints**

- a) No. of complaints pending at the beginning of the year

- b) No. of complaints received during the year
- c) No. of complaints redressed during the year
- d) No. of complaints pending at the end of the year
- B. Awards passed by the Banking Ombudsman**
- a) No. of unimplemented Awards at the beginning of the year
- b) No. of Awards passed by the Banking Ombudsmen during the year
- c) No. of Awards implemented during the year
- d) No. of unimplemented Awards at the end of the year

Further, Bank will place the detailed statement of complaints and its analysis on their web-site for information of the general public at the end of each financial year. This will include all complaints pertaining to ATM cards issued by them in their disclosures.

## **17. Change / Modification**

Bank reserves its right to change or to modify the Policy or any of its provisions from time to time without notice.