

## **POLICY ON COMPLAINT/GRIEVANCES REDRESSAL**

### **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 are the prime concerns of our bank.

Our Bank believes that providing prompt and efficient service is essential not only to attract new customers, but also to retain existing ones. This policy 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 Bank's policy on grievance redressal follows the under noted principles:

- ❖ Customers be treated fairly at all times.
- ❖ Complaints raised by customers are dealt with courtesy and on time.
- ❖ 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.
- ❖ Branches/ROs shall pay special attention to complaints emanating from rural areas and those relating to lending to priority sector including loans under Government's Poverty Alleviation Programmes.
- ❖ Bank will treat all complaints efficiently and fairly as they can damage the bank's reputation and business if handled otherwise.
- ❖ The bank employees must 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, a structured system needs to be built up towards such end. Such system would ensure that the redressal sought is just and fair and is permissible within the given frame-work of rules and regulation. The policy document is made available at all branches. The concerned employees have been made aware about the complaint handling process.

1.1. The customer complaint arises due to –

- a) The attitudinal aspects 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.

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, over telephone, through Toll Free Voice Mail or through the Complaints Box in Bank's website.

If the 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 with his complaint or other legal avenues available for grievance redressal.

## **2. INTERNAL MACHINERY TO HANDLE CUSTOMER COMPLAINTS / GRIEVANCES**

### **2.1. Customer Service Committee of the Board:**

This sub-committee of the Board will be responsible for formulation of a Comprehensive Deposit Policy incorporating the issues such as the treatment of operations in the account on death of the holder of that account, the product approval process and the annual survey of depositor satisfaction and the triennial audit of such services. The Committee will also examine any other issues having a bearing on the quality of customer service rendered. This Committee will also review the functioning of Standing Committee on Customer Service.

### **2.2. Standing Committee on Customer Service:**

The Standing Committee on Customer Service will be chaired by the Managing Director / Executive Director of the Bank. Besides, the Committee will have three senior Executives and two External Members drawn from the public as Members. The Committee will have the following functions:

- Evaluate feedback on quality of customer service received from various quarters. The committee will also review comments/feedback on customer service and implementation of commitments in the Code of Bank's Commitments to Customers received from BCSBI.
- The Committee will 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 Regional managers/ functional heads.
- This committee also will consider unresolved complaints/grievances referred to it by other functionaries and also complaints related to non-compliance with the Code of Bank's Commitments to Customers.
- The Committee will submit report on its performance to the customer service committee of the board at quarterly intervals.

### **2.3. Nodal Officer and other designated officials to handle complaints and grievances:**

The General Manager – Planning & Development, Corporate Office, Bangalore will be the Nodal Officer at Corporate Office to receive complaints from customers / VIPs / Reserve Bank of India / Ministry of Finance, etc. A Complaint Cell at Corporate Office will monitor the receipt and speedy redressal of complaints.

The Regional Heads will be Nodal Officers for their respective Regions to receive the complaints from various customers and will have to redress the complaints / grievances addressing appropriate letter to the complainant. The Regional Offices shall designate an Executive in Scale IV as Complaint Redressal Officer to assist the Nodal Officer (Regional Head).

At branch level, the Branch Head will have to receive the complaints irrespective of the mode – whether in person or otherwise including those found in the Complaint Box and will have to acknowledge the same to the complainant and redress the complaint and inform the same to Regional Office, by following the procedure laid down in this regard.

### **3. MANDATORY DISPLAY REQUIREMENTS**

The Bank will be providing at the branches –

- A Complaint/Suggestion Box for lodging complaints
- The name, address and contact number of the Nodal Officers of the Regions for receiving complaints and suggestions.
- Name and address of the Banking Ombudsman of that area.
- Name, address and contact number of the Code Compliance Officers of the Regions.
- Code of Bank's Commitments to Customers / Fair Practice code.
- Toll Free Voice Mail No.1800 425 6655
- Information regarding observance of Customers' Day on 15<sup>th</sup> of every month.
- Comprehensive Notice Board containing information on Customer Service, Service Charges, Grievance Redressal, Other Services and Information available in booklet form.

### **4. RESOLUTION OF GRIEVANCES**

Branch Manager will be responsible for the redressal of complaints/grievances in respect of customer 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 be resolved completely to the customer's satisfaction. If the branch manager feels that it is not possible at his level to solve the problem he will have to refer the case to Regional Office for guidance. Similarly, if Regional Office finds that they are not able to solve the problem such cases will have to be referred to the Nodal Officer at Corporate Office.

#### **4.1 TIME FRAME:**

The complaint received will have to be looked into/examined and grievance redressed to the satisfaction of the complainant. The complaint received at the branch should be analyzed and redressed within shortest possible time, and in any case not later than 7 days.

The complaint received at Regional Office is to be forwarded to Branch and after getting the clarification and confirmation of redressal, a letter to be sent to the complainant within 15 days of receipt of the complaint.

The complaint forwarded by the Nodal Officer at Corporate Office to the Regional Office to be redressed immediately and letter of redressal sent to the complainant under copy to the Nodal Officer within 15 days of receipt of the same at the Regional Office.

In case of complaints which may need longer time for examination/redressal of issues involved, a suitable letter acknowledging the complaint to be addressed to the complainant immediately.

## **5. 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. As for the bank the feed back from customers would be valuable input for revising its product and services to meet customer requirements.

All Heads of Branch and Regional Heads shall observe Customer Day on the 15<sup>th</sup> of every month at their office between 3 p.m. and 5 p.m.

If 15<sup>th</sup> happens to be a Saturday/holiday, 'Customer Day' shall be observed on the succeeding working day.

A Notice regarding the availability of the Branch/Office Heads from 3 p.m. to 5 p.m. on the 15<sup>th</sup> of each month or the next working day, if 15<sup>th</sup> happens to be a Saturday/holiday, shall be prominently displayed on the Notice Board.

## **6. SENSITIZING OPERATING STAFF ON 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 should be able to win the customer's confidence. The staff will be properly trained for handling complaints. The sessions on Customer Service, Communication Skills, are being included in the curriculum of different training programmes.

The Nodal Officer, the General Manager-P&D will be responsible for the smooth functioning of internal machinery for handling complaints/grievances and will ensure that the system operates smoothly and efficiently at all levels. He will also be providing full feed back on training needs in customer service related areas to HO: HR Department and SIBM, Manipal.