

Customer Grievance Redressal Policy



Customer Grievance Redressal Policy

I. Preamble

Customer satisfaction is the most important tool for sustained business growth. At the same time customer complaints are part of the business of any entity. As a service organization, customer service and customer satisfaction should be the prime concern of any bank. Bank believes that providing prompt and efficient service is essential not only to attract new customers, but also to retain existing ones. The customer complaints are required to be acknowledged and handled in right spirit. A genuine complaint from a customer accords a chance to improve quality of service on an ongoing basis.

II. Objectives of the Policy

A policy on grievance redressal is framed on the following principles:

- ❖ Customers shall be treated fairly at all times.
- ❖ Complaints raised by customers are dealt with courtesy and on time.
- ❖ Customers are appropriately informed of avenues to escalate their complaints/grievances and their rights to alternative remedy, if they are not satisfied with the response of the bank to their complaints.
- ❖ Bank will treat all complaints efficiently and fairly as they may damage bank's reputation and business if handled otherwise.

III. Key Elements of the Policy

1. Registration of complaints
2. Escalation Matrix and Timeframe
3. Standing Committee of Executives on Customer Service
4. Review of complaints
5. Mandatory Display of Requirements
6. Interaction with customers
7. Sensitizing operating staff on handling complaints
8. Validity

1. **Registration of complaints**

The customer complaint normally arises due to;

- i. The attitudinal aspects in dealing with customers
- ii. Inadequacy of the functions/arrangements made available to the customers or gaps in standards of services expected by the customers and actual services rendered by the bank.

The customer has full right to register his/her complaint if he/she is not satisfied with the services provided by the bank. Customers may lodge complaints with the Bank through different methods shown below:

a) **Branch**

Customer can lodge complaint by visiting his/her home branch or any other branch in person. In case of any difficulty the customer may approach the '**May I Help You**' counter available at the branch. The staff will ensure that the customers' banking needs/grievances are attended to and resolved. In addition to this a 'Suggestion-cum-Complaint' Box shall be kept at every branch. Customers may drop their written complaints with their names and address in the Box. The customer must mention his/her 'Registered Mobile Number'. The Branch shall respond within 7 working days to the customer. If the complaint is not resolved or if the customer is not satisfied, the customer can approach and escalate the issue to the Grievance Redressal Team.

b) **Digital Complaints**

For complaints related to Debit Card/Internet Banking/Mobile Banking, customer can send an email to the specific Department/Section or call the published helpline of the specific Department/Section. Email id and helpline number of the specific department is available under the section 'Call Us' on the home page of Bank's official website.

c) **Complaint through email**

Customers may also choose to register their complaints by sending an email at feedback@bharatbank.co.in. The customer will receive an immediate auto acknowledgement of the complaint along with a complaint number. The reply to the

customer in such cases will be sent after discussion/replies from the concerned branches /Departments.

d) **Bank's Website**

Customer can also register their grievances through customer feedback link available in bank's official website under the section 'Quick Info >Contact Us > Customer Queries' on the homepage. The customer will receive an immediate auto acknowledgement on receipt of the email along with a complaint number. The reply to the customer in such cases will be sent after discussion/replies from the concerned branches /Departments.

2. Escalation Matrix and Time frame

With the help of CMS portal (Complaint Management System), Bank attempts to ensure that every complaint is attended as per the defined framework. This framework is applicable to all branches, Departments and Corporate office. Within the overall maximum period of three weeks (within which a complaint needs to be redressed), there shall be prescribed escalation matrix.

- a) Any complaint received at the Branch/Department is expected to be resolved within 7 days from the receipt of the complaint. If it remains unresolved, customer can approach and escalate the issue to the Grievance Redressal Team.
- b) Any complaint received either directly from customer or escalated by the branch to the Grievance Redressal Team is expected to be resolved in 7 days from the receipt of the complaint. If the Grievance Redressal Team is unable to satisfy the customer, such complaints are referred to the Nodal Officer.
- c) Nodal officer will acknowledge the customer issue and will adopt needed measures to give a satisfactory resolution to the complaints escalated to his office. The complaint shall be addressed within 7 working days.
- d) If after having followed steps mentioned in Sections [a], [b] & [c] stated above, the issue still remains unresolved or if the complainant has not received response within 30 days of lodging a complaint, he/she may approach the Banking Ombudsman appointed by the Reserve Bank of India. Region wise contact details of Banking Ombudsman shall be made available on Bank's website www.bharatbank.com.

3. Standing Committee of Executives on Customer Service

The Executive Committee of the Board shall function as the “Standing Committee on Customer Service” for the purpose of addressing issues related to customer service. The committee would have the following functions.

- a) Evaluate feed-back on quality of customer service received from various quarters intervals.
- b) The Committee would ensure that regulatory instructions regarding customer service are followed by the bank. Towards this, the committee would obtain necessary feed-back from Branch heads/Functional heads as may be deemed necessary from time to time.
- c) The committee also would consider unresolved complaints/grievances referred to it by Nodal officer.

4. Review of Complaints

- a) The complaints received from regulatory authorities i.e. Reserve Bank of India, Banking Ombudsman or any regulatory authority shall be placed before the Executive Committee of the Board.
- b) Minutes pertaining to the complaints discussed at the Executive Committee of the Board, shall be placed before the Board.
- c) The complaints received through various sources shall be periodically reviewed and a note shall be placed before the Board annually.

5. Mandatory display requirements

“May I help you” internal signage is displayed at the counter nearest to the entrance of the branch to guide the customers properly regarding Bank’s various procedures, schemes, circulars, etc. All our branches have a “May I help you” counter and it is manned by an experienced official with capabilities to correctly guide the customer. If a customer visiting the branch has any queries regarding our products or services or any operational issues, the same may be referred to the “May I help you” counter.

The notice board at the branch shall contain following mandatory information:

- a) Appropriate arrangement for receiving complaints and suggestions.

- b) The name, address and contact number of Nodal Officer.
- c) Contact details of Banking Ombudsman of the area.

6. 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. Frequent interaction with customers 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. The feedback from customers would be valuable input for the Bank to revise/review its product and services to meet customer requirements.

7. Sensitizing operating staff on handling complaints

Staff should be properly trained for handling complaints. Banking is dealing with people and hence difference of opinion and areas of misunderstanding may arise. With an open & positive mind and a smile on the face bank staff should be able to win customer's confidence. 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.

8. Analysis and Disclosure of complaints - Disclosure of complaints / unimplemented awards of Banking Ombudsmen along with Financial Results

The Committee on Procedures and Performance Audit on Public Services (CPPAPS) had recommended that banks should place a statement before their Boards analyzing the complaints received. CPPAPS had further recommended that the Statement of complaints and its analysis should also be disclosed by banks along with their financial results.

Bank shall place a statement of complaints before their Boards / Customer Service Committees along with an analysis of the complaints received. The complaints shall 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; and (iv) for initiating appropriate action to make the grievance redressal mechanism more effective.

Bank shall disclose the brief details regarding the number of complaints along with their financial results. This statement shall include all the complaints received at the Head Office / Controlling Office level as also the complaints received at the branch level. However, where the complaints are redressed within the next working day, bank shall not include the same in the statement of complaints. This is expected to serve as an incentive to the banks to redress the complaints within the next working day.

(As per RBI circular CEPD.CO.PRD.Cir. No.01/13.01.013/2020-21 dated January 27, 2021 on 'Strengthening the Grievance Redress Mechanism of Banks'.)

9. Validity

This policy shall be valid till further review by the Board of Directors of the Bank.
