

POLICY FOR GRIEVANCE 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 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. This policy document aims at minimizing instances of customer complaints and grievances through proper service delivery review mechanism and to ensure prompt redressal of customer complaints and grievances. The review mechanism should help in identifying shortcomings in product features and service delivery. Customer dissatisfaction would spoil bank's name and image.

The Bank's policy on grievances redressal follows the under noted principles:

- Customers are treated fairly at all times.
- Complaints raised by customers are dealt with courtesy and on time.
- Customers are fully aware 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.
- 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 an end. Such system would ensure that the redressal sought is just, fair and within the given frame-work of rules and regulations. The policy document would be made available at all branches. The concerned employees should be made aware about the Complaint handling process.

The customer complaint arises due to:

- a) The attitudinal aspects in dealing with the 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 or over telephone. 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 grievances redressal.

2. Grievances relating to Branch transactions

i) In case of any difficulty in transactions, the customers may approach the officer concerned or the Branch Manager, who will ensure that the customers' banking needs are attended to. However, if this does not happen, customers may demand the complaint book, which will be available in all branches, and lodge a written complaint. A copy of the complaint shall be returned to customer with an acknowledgement of receipt.

The branch shall take efforts to ensure that the redressal of the complaint takes place expeditiously and in any case within a maximum period of three weeks. If for any reason the branch is unable to redress the grievance within three weeks the customer will be informed of the reasons and the action taken for early redressal.

ii) In case of difficulty with the branch, or unsatisfactory reply in respect of complaint lodged with the Branch, the customer can approach the Regional Manager of the concerned Regional Office or General Manager at Head Office under whose administrative control the Branch functions. The contact particulars of the Regional Manager/General Manager can be obtained from the Branch.

iii) The customer can also write to Grievances Cell functioning at the Head Office.

3. Grievances relating to technology/digital related transactions

To facilitate the customers (whose expectations are high and who lack familiarity with alternate delivery channels like ATM), the bank has put in place a toll free contact number at Head Office.

1. Toll Free Nos. **18005327444/ 18008331004/ 18001236230** (to be used for lodging ATM disputes and for hot listing ATM cards)

2. Contact the Branch where they hold their accounts for loss of ATM PIN numbers for necessary process in getting a new PIN.
3. Contact Number: 8106573542 in case of customer lost his/ her ATM Card.
4. Contact the Branch where they hold their accounts for complaints relating to digital transactions viz., AEPS/IMPS/NEFT/RTGS/UPI etc (Except ATM transaction complaints).

4. Nodal Officer for handling customer grievances

i) Bank shall appoint a Principal Nodal Officer of the rank of Chief Manager (or its equivalent) who will be responsible for implementation of customer service and complaint handling for the entire bank. At present we propose Chief Manager (Board) as Principal Nodal Officer of the Bank.

Grievances cell is set up at Head Office, Hyderabad. The contact details are:

Toll Free No.1800 425 1191

Ph no.040- 2760 2091

Email – cmboard@tgbhyd.in

The contact particulars of the Nodal Officers at Head Office/Regional Offices are displayed on Bank's web site.

The Nodal Officer for handling grievances at Regional Office is the respective Regional Manager. The Nodal Officer shall monitor the implementation of the Bank's grievances redressal mechanism in branches in his network. He shall bring the deficiencies if any, to the attention of the General Manager at Head Office for rectification. The Nodal Officer shall also ensure implementation of policies and instructions relating to the Bank's Code of Commitments to customers of the BCSBI and instructions on customer service issued by RBI.

5. Acknowledgement of grievances and redress

i) The Regional Manager of the Branch/Region or Chief Manager of the Grievances Cell at Head Office as the case may be, will acknowledge the grievance within three days of receipt and initiate action to have the grievance resolved within a maximum period of three weeks. The

customer will also be kept informed of the action taken, the reasons for delay if any, in redressal and the progress in redressal of grievance.

ii) Complaints received by e-mail shall be acknowledged by email to the extent possible. The follow up action taken in respect of such complaints shall be advised to customers by email. However, in cases of complaints of serious nature and delays in redress etc a paper trail will necessarily be created.

iii) In case the customer is unhappy with the service or redressal provided by the bank, he can also approach the Banking Ombudsman located in State Capitals for redressal. The customer will be given the necessary guidance in this regard by the branches. The contact details of the Banking Ombudsman of the respective region are on display at each branch.

6. Review Mechanism

i. Chairman/GM: Redressal of customer grievances takes place mainly at different levels-branch, Regional Office, and Head Office. A large number of grievances are addressed by customers direct to the Chairman/ General Manager.

Where the issues raised in the grievance are considered serious, the Chairman shall call for a report on the causes that led to the grievance, the redressal and further action taken. Such grievances will be considered disposed off, only on approval by Chairman.

ii) Banks Board of Directors: An analysis of customer grievances received and review of grievance redressal mechanism shall be placed before the Bank's Board of Directors every Quarter.

7. Pre-empting occurrence of customer grievances

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 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.

Staff should 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 should be able to win the customer's confidence. It would be the responsibility of the Nodal Officer to ensure that the internal machinery for handling complaints / grievances operates smoothly and efficiently at all levels. He should give feedback on training needs of staff at various levels to the HR dept.