

## **KASHI GOMTI SAMYUT GRAMIN BANK**

### **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. For service organizations, customer service and customer satisfaction are the prime concern. 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 ensuring 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 the Bank's name and image.

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

- Customers must be treated fairly at all times
- Complaints raised by customers must be dealt with courteously and on time
- Customers will be 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
- The Bank will treat all complaints efficiently and fairly, as they can damage the Bank's reputation and business if handled otherwise
- The Bank's employees must work in good faith and without prejudice to the interest of the customer

In order to make the Bank's redressal mechanism more meaningful and effective, a structured system needs to be built up towards such end. Such a system would ensure that the redressal sought is just and fair and is permissible within the given frame-work of rules and regulations. The policy document will be made available at all branches. The concerned employees will be made aware about the complaint handling process.

#### 1.1 Customer complaints arise due to:

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

The customer has the right to register his complaint if he is not satisfied with the services provided by the Bank. He can give his complaint through email, in writing, orally or over telephone or through any other channel that may be set up by the Bank. If the 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 the Banking Ombudsman with his complaint or make use of other legal avenues available for grievance redressal.

## **2. Internal Machinery to handle customer complaints/ grievances**

### **2.1 Customer Committee arise due to**

This sub-committee of the Board would be responsible for formulation of a Comprehensive Deposit Policy incorporating the issues such as the treatment of death of a depositor for operations of his account, the product approval process and the annual survey of depositor satisfaction and the tri-ennial audit of such services.

The Committee would also examine any other issues having a bearing on the quality of customer service rendered. This Committee would 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 Chairman/ General Manager of the Bank. Besides two to three senior executives of the bank, the committee would also have one to two eminent non-executives drawn from the public as members. The committee would have the following functions:

- Evaluate feedback on quality of customer service received from various quarters. The Committee would 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 would be responsible for ensuring that all regulatory instructions regarding customer service are followed by the Bank. Towards this, the Committee would obtain necessary feedback from Regional Managers/ Field functionaries [wherever in existence]/ functional heads.
- The Committee also would consider unresolved complaints/ grievances referred to it by functional heads responsible for redressal and offer its advice.
- The Committee would 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 Bank would appoint a Nodal Officer of the rank of General Manager/Chief Manager/Sr. Manager (or its equivalent) who will be responsible for implementation of customer service and complaint handling for the entire Bank. The Bank will also designate Regional Heads to handle complaints/grievances in respect of branches falling under their control. The name and contact details of Nodal Officer(s) will be displayed on branch notice boards.

### **2.4 Customer Care Unit**

Kashi Gomti Samyut Gramin Bank (KGSG Bank) believes that customer interactions in the grievance redressal process are a source of rich insights. Hence the Bank has put in place a

Customer Care Unit (CCU) which takes ownership of all complaints. The Unit has the full support of top management and bases its functioning on the following building blocks:

- **People** - KGSG Bank is staffing its Customer Care Unit with the following teams:

- \* **Solutions Team:** which resolves grievances and comprises subject matter experts (e.g. ATM, Internet Banking). This team interacts with customers, branches and offices wherever necessary for addressing complaints

- \* **Problem Solving Team:** which identifies and solves root causes of critical and recurring complaints.

- \* **Monitoring Team:** which owns/monitors key complaint resolution metrics.

- **IT Infrastructure** - Implementing an integrated complaint management system comprising IT tools which enable complaint registration, routing, tracking and key analysis

**Process** - Developing standard operating procedures for handling complaints and queries that come to the Customer Care Unit. This will include the registration process, routing, interaction, resolution and feedback to the customer. Scripts and tracking tools will be created to help the team solve the complaints efficiently.

- **Performance** - Developing a robust performance management system including dashboards and review mechanism

### **3. 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(s)
- Contact details of Banking Ombudsman of the area
- Code of Bank's Commitment to Customers/Fair Practice Code

### **4. Resolution of Grievances**

Branch Manager is responsible for the resolution of complaints/grievances in respect of customers serviced by the branch. He would be responsible for ensuring closure of all complaints received at the branches. This will include all complaints received through Customer Care Unit also. 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 should refer the case to Regional Manager's Office for guidance. Similarly, if Regional Manager's Office finds that they are not able to solve the problem such cases have to be referred to the Nodal Officer of the Bank.

#### **4.1 Time frame**

Complaints have to be seen in the right perspective because they indirectly reveal weak spots in the working of the Bank. Complaints received should be analysed from all possible angles. Specific time schedule has been set up for handling complaints and disposing them at all levels including Customer Care Unit, branches, Regional Manager's Office and Head

Office. All officials should try to resolve the complaint within specified time frames decided by the Bank as under:

- a) If the complaint is received in writing or through e-mail or orally or over telephone it should be the endeavour of the bank official to have the complaint entered in the integrated complaint management system, so as to enable tracking and handling by Customer Care Unit.
- b) If the complaint is registered in the integrated complaint management system, after being received through the other system set by the bank, the time schedule will be as per TAT (turn around time) defined for each complaint subhead. The system autoescalates unresolved complaints to the concerned Reporting Officer and then to higher levels including Regional Office/Head Office.

#### Turn-around-Time for Resolution of various types of Grievances

Sr. No.	Major Head	Sub Head	Recommended TAT (no. of days)
1	ATM & Debit Cards	Incorrect Amount Dispensed - Other Bank ATM	7#
2	ATM & Debit Cards	Incorrect Amount Dispensed - KGSG Bank ATM	7#
3	ATM & Debit Cards	Other issues	7
4	ATM & Debit Cards	Unsuccessful Debit Card Transactions (POS/Merchant)	15*
5	ATM & Debit Cards	Unsuccessful Debit Card Transactions (Internet)	15*
6	Credit Cards	Discrepancies in Statements	15*
7	Credit Cards	Failed Transactions done through Internet/ ATM/POS	7
8	Credit Cards	Other Requests	7
9	Fund Transfer	NEFT/RTGS issues	5
10	General Banking	CASA Related issues	7
11	General Banking	Customer Service Related Issues (Harassment & Misbehaviour, Delay in Sanction of Loans)	15
12	General Banking	Demat/Fo rexjInsu rance/Treasury	10
13	General Banking	Discrepancies in Accounts/Interest/TDS/ Death Claims	20
14	General Banking	Old & Discontinued Deposit Schemes	30
15	General Banking	Term Deposit Related Issues	7
16	Internet Banking	Failed Transactions (Done Through Internet Banking)	7
17	Internet Banking	Other Technical Issues	5
18	Mobile Banking	Funds Transfer/IMPS	10
19	Mobile Banking	Technical Issues	3
20	Mobile Banking	Failed Transactions done through Mobile Banking	10
21	SMS Alerts	Registering/Not Received/Activation/ Deactivation/ Reactivation	2
22	SMS Alerts	Wrongly Received	5

*#working days*

*\*For disputed transaction as per Master/Visa/RuPay guidelines, 30 days time for Retrieval Receipt and further 45 days for charge back claim.*

Communication of the Bank's stand on any issue to the customer is a vital requirement. Complaints received which would require some time for examination of issues involved should invariably be acknowledged promptly.

#### **5. Interaction with customers**

The Bank recognizes that customer expectation/ requirements/ grievances can be better appreciated through personal interaction with customers by the Bank's staff. Structured Customer Meets, say once a month will give a message to 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 a valuable input for revising its products and services to meet customer requirements.

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

Staff will be properly trained for handling complaints. Bank officials are dealing with people and hence differences 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. Imparting soft skills required for handling irate customers is to be an integral part of the training programmes. 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 should give feedback on training needs of staff at various levels to the Personnel and Human Resources Department.

7. The policy shall be valid till any change with specific approval of Board of Director of our Bank.

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