



DHANLAXMI BANK

GRIEVANCE REDRESSAL POLICY 2022

Version: 2022

DOCUMENT DETAIL

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| Reviewed by | Chandran L | | | |

DOCUMENT VERSION 2022 - CHANGE CONTROL

| Sr.No | Name | Designation | Purpose |
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| 1 | Mr. Chandran L | General Manager | Review and Sign off |
| 2 | Mr. Raghunath R | Assistant General Manager | Review |
| 3 | Ms. Shalin Markose | Asstistant Manager | Author (Revision) |

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| Grievance Redressal Policy | Business Development & Planning | Head Business Development & Planning | Department Heads | MD &CEO | Board |
| | R/A | A | C | C/I | I |

| Revision History | | |
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| Sr.No. | Document Version | Description of Change |
| 2.1 | Branch Level Customer Service Committee | Newly added clause:- The Bank recognizes that customers' expectations/requirements/grievances will be taken care through personal interaction with customer by Bank staff. For this purpose all branches will arrange a Branch Level Customer Service Committee, comprising of Branch staff and customers (including one Senior Citizen) as members meet on every month to study complaints/suggestions, cases of delay, difficulties faced / reported by customers or members of the Committee and evolve ways and means of improving customer service. The branch would invite customers also to this meeting. The suggestions / feedback so received are compiled on a quarterly basis analyzed and conveyed to concerned department for necessary action. Reports on the Branch Level Customer Service Committee are placed to Standing Committee on Customer Service on every quarter. |
| 4 | Registration of Complaints by Customers | <p>a) Complaints through Customer Care: Customers can lodge a request/complaint through Bank's Customer Care division by calling+04442413000 or mailing to customercare@dhanbank.co.in. Customer Care shall act as first point contact for the customers. Every complaint lodged at Customer care division should be resolved/ closed within TAT that too, with an appropriate document/mail /withdrawal mail as a proof of resolution.</p> <p>b) Complaints in Person: Customers can use complaint cum suggestion box / complaint book, kept at branch to register their Complaint/Feedback/Suggestions.</p> <p>c) Complaints by Letter: The Customers can register their Complaints / Feedbacks / Suggestions in writing addressed to Branch, Regional Offices or Corporate Office.</p> <p>d) Complaints over Phone: Customers can register their complaints through phone in the numbers published in the website.</p> <p>e) Complaints through mail / e-mail: Customer can also submit complaint/s by post or through registered email.</p> <p>f) Complaints through website: A complaint form, along with the name of the Principal Nodal Officer/Nodal Officers for complaint redressal, is provided in the website (www.dhanbank.com) to facilitate complaint submission by customers</p> |

| Revision History | | |
|-------------------------|--|---|
| Sr.No. | Document Version | Description of Change |
| 5 | Resolution of Grievance | <p>At Regional Office Level: Customers who are not satisfied with the resolution from the branch can take up the same with respective Regional Head. The complaint will be redressed within 10 working days from the date of receipt of the complaint.</p> <p>At Corporate Office Level: In case of dissatisfaction with the resolution provided at Regional Office or the complaint remains unresolved within the stipulated period, complainant can escalate the same to the office of Principal Nodal Officer at Corporate office. The complaint will be redressed within 10 working days from the date of escalation.</p> |
| 5.1 | Grievance Redressal Mechanism and Time frame | Complaints received by the Bank directly from customers that relate to Third Party Products will be forwarded to the relevant third party providers by the Associate Products Department. The departments will liaison with the third party providers to ensure satisfactory resolution. Such complaints will be resolved within a period of maximum 30 days. |

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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 and 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 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.
- 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 would be made available at all branches. The concerned employees should be 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
- c) Gaps in standards of services expected and actual services rendered.
- d) Errors
- e) Inability of the front line to solve the customer issue
- f) Lack of information about escalation / redressal mechanism.

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 or through bank's website. 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 with his complaint or other legal avenues available for grievance redressal.

2. Internal Machinery to handle Customer Complaints/ Grievances

2.1. Branch Level Customer Service Committee

The Bank recognizes that customers' expectations/requirements/grievances will be taken care through personal interaction with customer by Bank staff. For this purpose all branches will arrange a Branch Level Customer Service Committee, comprising of Branch staff and customers (including one Senior Citizen) as members meet on every month to study complaints/suggestions, cases of delay, difficulties faced / reported by customers or members of the Committee and evolve ways and means of improving customer service. The branch would invite customers also to this meeting. The suggestions / feedback so received are compiled on a quarterly basis analyzed and conveyed to concerned department for necessary action. Reports on the Branch Level Customer Service Committee are placed to Standing Committee on Customer Service on every quarter.

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 two to three senior executives of the bank, the committee would also have two to three non-officials as members. The committee would have the following functions.

- Evaluate feed-back 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 received from BCSBI.
- The Committee would 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.
- The committee also would consider unresolved complaints/grievances referred to it by functional heads responsible for redressal and offer their advice.
- The committee would submit report on its performance to the customer service committee of the board at quarterly intervals.

2.3 Customer Service Committee of the Board

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 monitor the progress in bringing about improvements in the quality of services provided to customers and monitor the customer service measures and new initiatives implemented by the Bank. The Committee would review the implementation of guidelines and procedures prescribed by RBI that have a bearing on customer service of the Bank and make suitable recommendations. 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.

2.3 Nodal Officer and other designated officials to handle complaints and grievances

Head – Business Development & Planning is responsible for the implementation of customer service and complaint handling for the entire bank. The names of functionaries responsible for customer service and grievance redressal at the field level will be appropriately displayed on branch notice boards and Bank Website.

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 commitments to customers/Fair Practice code

4. Registration of Complaints by Customers

- a) **Complaints through Customer Care: Customers can lodge a request/complaint through Bank's Customer Care division by calling + 044 42413000 or mailing to customercare@dhanbank.co.in. Customer Care shall act as first point contact for the customers. Every complaint lodged at Customer care division should be resolved/closed within TAT that too, with an appropriate document/mail /withdrawal mail as a proof of resolution.**
- b) **Complaints in Person: Customers can use complaint cum suggestion box / complaint book, kept at branch to register their Complaint / Feedback / Suggestions.**
- c) **Complaints by Letter: The Customers can register their Complaints / Feedbacks / Suggestions in writing addressed to Branch, Regional Offices or Corporate Office.**
- d) **Complaints over Phone: Customers can register their complaints through phone in the numbers published in the website.**
- e) **Complaints through mail / e-mail: Customer can also submit complaint/s by post or through email.**
- f) **Complaints through website: A complaint form, along with the name of the Principal Nodal Officer/Nodal Officers for complaint redressal, is provided in the website (www.dhanbank.com) to facilitate complaint submission by customers.**

5. Resolution of Grievance

At Branch Level: Branch Manager is responsible for the resolution of complaints/grievances in respect of customer's service by the branch. He would be responsible for ensuring closure of all complaints received at the branch. 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 can refer the case to controlling office for guidance. Similarly, if controlling office finds that they are not able to solve the problem such cases may be referred to the Nodal Officer.

At Regional Office Level: Customers who are not satisfied with the resolution from the branch can take up the same with respective Regional Head. The complaint will be redressed within 10 working days from the date of receipt of the complaint.

At Corporate Office Level: In case of dissatisfaction with the resolution provided at Regional Office or the complaint remains unresolved within the stipulated period, complainant can escalate the same to the office Principal Nodal Officer at Corporate office. The complaint will be redressed within 10 working days from the date of escalation.

5.1 Grievance Redressal Mechanism and Time frame

Complaint received is analyzed from all possible angles.

Communication of 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. Branch manager should try to resolve the complaint within specified time frames, decided by the bank. Branch and Regional office must send action taken report on complaints received to the head office at the end of every month.

Specific time schedule may be set up for acknowledgement and redressal of complaints and disposing them at all levels including branches, Regional Office and Corporate Office.

Acknowledgement of complaints will be made within a maximum of 3 days of receipt of the complaints at all levels. Complaints received / escalated to any of the levels, i.e. Branch / Regional Office, Principal Code Compliance Officer at Corporate Office, shall be redressed within 10 working days, if it can be redressed at that level. When a complaint is to be escalated to the next higher level, further 10 working days time frame is to be observed at each tier of redressal forum. Thus if a complaint is escalated in a step-by-step manner from Branch / RO and further to Nodal Officer at CO, the same is to be redressed within a maximum period of 30 working days. In case the redressal of a complaint requires more than the stipulated time, the same shall be intimated to the complainant.

While the Bank shall endeavor to reduce all complaints in the shortest possible time, it is recognized that longer time would be required to resolve complaints relating to Point of Sales (POS) and e-commerce. This is due to the dependency on external parties. Such complaints will be resolved within a period of 45 days.

Complaints received by the Bank directly from customers that relate to Third Party Products will be forwarded to the relevant third party providers by the Associate Products Department. The departments will liaise with the third party providers to ensure satisfactory resolution. Such complaints will be resolved within a period of maximum 30 days.

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. 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.

7. Sensitizing Operating Staff on Handling Complaints

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. Imparting soft skills required for handling irate agitated customers, to be will be an integral part of the training programs schedule. 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 HR Dept.

8. Internal Ombudsman

The Internal Ombudsman mechanism is set up in view to strengthen the internal grievance redressal system of the Bank. It also ensures that the customer complaints are redressed at the bank's level itself by an authority placed at the highest level of bank's grievance redressal mechanism so as to minimize the need for customers to approach any other fora for redressal.

The Bank has appointed an executive in the cadre of Deputy General Manager as Internal Ombudsman of the Bank under the provisions of Internal Ombudsman Scheme 2018. The Standard Operating Procedure for escalating partially / wholly rejected customer complaints to Internal Ombudsman is stated in the following:

1. The customer complaints as mentioned in clause no. (2) of Chapter III (8. Jurisdiction) of Internal Ombudsman Scheme 2018 are coming under the scope of Internal Ombudsman.
2. Any such customer complaints that remain pending for a period more than two weeks from the date of receipt of the complaint or above the respective TAT (whichever is earlier), is to be reported/escalated by the respective departments to the Office of Internal Ombudsman. It is to be ensured that the final decision or reply on the complaint should be provided within 30 days from the receipt of the complaint.
3. The decision of the Internal Ombudsman shall be mandatorily included in the information submitted by the Bank to the Banking Ombudsman, while furnishing documents related to the complaints received in the

office of Banking Ombudsman.

9. Policy Revision

This policy is subject to revision based on the extant RBI and IBA guidelines from time to time. Review of the policy will be carried out on an annual basis.
