

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 as every business has to deal with situations in which things go wrong from a customer's point of view. This is more so for banks because banks are service organizations. As a service organization, imparting good customer service and enhancing level of customer satisfaction should be the prime concern of any bank. Providing prompt and efficient service is essential not only to attract new customers, but also to retain existing ones. Customer dissatisfaction would spoil bank's name and image.

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.

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.
- Grievances of senior citizens/pensioners are dealt on priority basis.
- Customers are fully informed of the 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 would work in good faith and without prejudice to the interests of the customer.

In order to make bank's Grievance Redressal Mechanism more meaningful and effective, a structured system has been built up towards such an end. This 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 and at Bank's website www.bmb.co.in. The concerned employees would be made aware about the Complaint handling process.

1.1 A complaint is an expression of dissatisfaction made to an organization, related to its products, or services, or the complaints' handling process itself, where a response or resolution is explicitly or implicitly expected.

The reason for customer complaint can be divided into 3 main categories:

- a. Attitudinal/Behavioral aspects in dealing with customers.
- b. Operational aspects- Inadequacy of the working/operations or gaps in standards of services expected and actual services rendered.
- c. Technology Related

The customer has the right to register his complaint if he is not satisfied with the services provided by the bank. There are four main ways to complain - in person, by telephone, by mail/post or by e-mail. Complaints received through all these channels must be handled efficiently and swiftly. If customer's complaint is not resolved within the prescribed time frame or if he is not satisfied with

the solution provided by the bank, he can approach Banking Ombudsman with his complaint or resort to other legal avenues available for grievance redressal.

2. Internal Machinery to handle Customer complaints/ grievances:

2.1 Complaint Registration

A customer may lodge complaint either in writing or through electronic means if he is not satisfied with the services provided by the Bank. All complaints will be recorded by the Bank in a database. The database, along with the acknowledgement letter and other correspondence will be preserved at least for 3 years for future reference. Arrangements for receiving complaints and suggestions are given hereunder.

2.2 Complaints in Person

Complaint forms are to be provided at all branches. Customer can obtain the complaint form from the Branch/Bank's website www.bmb.co.in, submit it to the branch manager and obtain the acknowledgement.

Complaint book in perforated form is also to be made available at all the branches. A customer can obtain it from the Branch, record his grievances therein and obtain acknowledgement.

Customer may use complaint cum suggestion box kept at branch for any feedback/ suggestions for improvement in our products and services.

2.3. Complaints over Telephone

The complaint may be lodged over telephone with the Nodal Officer at Registered Office or to the Branch Manager. The name and telephone number of Nodal Officer is displayed in the Branches and are also available on Bank's website www.bmb.co.in

2.4 Complaints through e-mail

Customer can submit complaint by post or through e-mail on 'complaints@bmb.co.in'. Complaints received by e-mail shall be acknowledged by e-mail. E-mail address of the Nodal Officer is provided at the Branches and also on bank's website www.bmb.co.in

2.5 Customer Service Department

Customers can also send complaints to the Nodal Officer at the following address:-

**The Nodal Officer
Bharatiya Mahila Bank
Registered Office,
9th Floor, IFCI Towers,
61 Nehru Place,
NEW DELHI-110019
Contact No. : 011 47472100
Fax No. : 011 26282184
Email: complaints@bmb.co.in**

Assistant General Manager, Customer Service has been designated as the Nodal Officer.

The contact details of Nodal Officer cum Grievances Resdresal Officer are available in all branches of the Bank on the Comprehensive Notice Board.

A customer aggrieved with deficiency in banking service as hitherto will first complain to the bank and does not receive a reply if within 21 days from the date of lodging the complaint or is unsatisfied with the reply, can approach to the Principal Nodal Officer of the bank on the following address:-

Principal Nodal Officer
Bharatiya Mahila Bank
Registered Office
9th Floor, IFCI Towers, 61 Nehru Place, New Delhi
Tel.No.011-47472100

General Manager, Customer Service will also act as Principal Nodal Officer.

3. Resolution of Grievances

3.1 Grievances related to attitudinal aspects

- Such complaints shall be handled courteously, sympathetically and above all swiftly.
- There will be Zero tolerance level for Misbehavior/rude behavior with customers and action will be taken immediately. Bank shall not tolerate misbehavior of any degree by our staff members under any circumstances. Stern action/ disciplinary action against the erring officials would be initiated by the respective Disciplinary Authority.

3.2 Grievances relating to transactions/operations

Primarily, the Branch responsible for the resolution of complaints/grievances in this category. Branch would be responsible for ensuring rectification of entry / transaction or satisfaction of customers. It is the foremost duty of the branch to see that the complaint is resolved to the customer's satisfaction and if he/she is not satisfied, then to provide him/her with alternate avenues to escalate the issue. In case, it is not getting resolved at branch level, they can refer the case to Nodal Officer at Registered Office for guidance/resolution.

3.3 Grievances relating to technology related transactions

Considering customers' expectations and lack of familiarity with alternate delivery channels (ATMs/debit cards etc.), the bank has considered exclusive mechanism for redressal of grievances arising from use of these channels. The contact details/e-mail address are made available at branches as well as on the bank's website.

3.4 After Root Cause Analysis of complaints, corrective measures are taken to avoid recurrence of complaints and systemic issues emanating from complaints are taken up with the owner divisions.

3.5. If the complaints are not resolved within 30 days or in case the customer is not satisfied with the service or redressal provided by the bank, he can also approach the Banking Ombudsman

(BO) located in State Capitals for redressal. The contact details of the BO of the respective branch are on website and also displayed at each branch.

4. Grievances Redressal Mechanism

Customers are requested to approach the Branch Manager in case of any grievances. If not satisfied, they may escalate the issue to LEVEL I (Nodal Officer)/LEVEL II(Principal Nodal Officer) on the address available on Comprehensive Notice Board in branches and on Bank's website www.bmb.co.in.

5. Time frame

Complaints are to be seen in the right perspective because these indirectly reveal a weak spot in the working of the bank. Complaints received would be analyzed from all possible angles. Bank will endeavor to send an acknowledgement/response within three days from date of receipt of complaint.

TIME SCHEDULE FOR REDRESSAL OF COMPLAINTS

General complaints (not resolved within 21 days to be referred to Principal Nodal Officer)	21 days
Complaints forwarded by RBI/MOF/ MPs/VVIPs	21 days
Complaints from PM's office	15 days
ATM complaints related to dispensation of cash	7 working days
Complaints related to point of sale transactions	45 days

6. Review Mechanism

6.1 Customer Service Committee of the Board

This sub-committee of the Board chaired by the Chairman and Managing Director/ Executive Director shall periodically review major areas of customer grievances and measures taken to improve customer service. The Committee would also examine all issues that have a bearing on the quality of customer service provided to individual depositors and borrowers. This Committee would also review the functioning of Standing Committee on Customer Service. Further, details of complaints with its analysis is placed before Customer Service Committee of the Board on quarterly basis.

6.2 Standing Committee on Customer Service

The Standing Committee on Customer Service will be chaired by the Chairman and Managing Director/ Executive Director of the bank. Besides two to three senior executives of the bank, the committee would also have two to three eminent non-executives (one preferably a senior citizen / pensioner) drawn from the public 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 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 circle heads/ functional heads.
- The committee would also 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 interval.

6.3 Chairman & Managing Director/Executive Director (CMD/ED)

A number of grievances are addressed by customer directly to the Chairman & Managing Director/Executive Director. Where the issues raised are considered serious, the CMD/ED shall call for a report on the causes that led to the grievance, action taken and final resolution given to the customer.

6.4 Principal Nodal Officer, Nodal Officer and other designated officials to handle complaints and grievances

- Nodal Officer: Bank would appoint a Nodal Officer in the rank of Assistant General Manager at Head Office level.
- Principal Nodal Officer: Bank would appoint a Principal Nodal Officer in the rank of General Manager at Head Office level who will be responsible for the implementation and monitoring of grievances redressal for customers in the bank.

7. 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.
- Contact details of Banking Ombudsman of the area.
- Code of bank's commitments to customers.
- Display of comprehensive notice board in Branches.

8. 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. 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. In view of this, following arrangements have been made:

8.1 Customer Service Committees

Customer Service Committees shall be set up in all Branches to look into the quality of customer service rendered and critically examine the feedback/suggestions for improvement in customer service. These committees shall meet once in a month where staff and invited customers shall interact freely on service related issues.

8.2 Customer Relation Programmes

Customer Relation Programmes are to be conducted twice a year at Registered Office level, wherein customers from different segments are to be invited and their grievances / suggestions are to be looked into.

9. Sensitizing operating staff for improvement in service & handling complaints

9.1 Complaints occur very often due to lack of knowledge and awareness of the products and services. The Nodal Officer is required to give feedback on training needs of staff at various levels at Registered Office so that training programmes may be arranged to evaluate measures for redressing Customer Grievances promptly.

9.2 To deal with customers with a positive attitude and a customer friendly behavior, the selection of front line staff should be carefully done. With an open mind and a smile on the face, staff should be able to win the customer's confidence. Imparting soft skills required for handling irate customers, should be an integral part of the training programmes. 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.