

Thane Bharat Sahakari Bank Ltd.
(Scheduled Bank)

Grievance Redressal Policy

Introduction

Thane Bharat Sahakari Bank Ltd. has been known for its focus on customer service. It recognizes the importance of the same, for continued expansion of the bank. In the present scenario of competitive banking, excellence in customer service has become a pre-condition for sustained business growth. Customer grievances are a part of the business life of any service organization like a bank. The bank considers that providing prompt and efficient service is essential not only to attract new customers, but also to retain existing ones. The Policy is developed on the basis of inputs available from Indian Banks Association.

Purpose

This policy document seeks to minimize instances of customer complaints and grievances primarily by extending good service delivery and secondarily by putting in place a structure for prompt redressal of customer complaints and grievances. Such emphasis calls for a review mechanism to identify deficiencies in product features and service delivery. The bank's policy commits to the following commandments,

- Customers be treated fairly at all times
- Complaints from customers are dealt with civility, promptness and on time
- Customers are fully advised of paths to escalate their complaints/grievances and alternative remedy, if they are not satisfied with the response of the bank.
- The Bank will deal with all complaints efficiently and fairly.
- The bank employees would work in good faith and without prejudice to the interests of the customer.

Framework/ Grievance Redressal Mechanism

The Bank recognizes that the customer dissatisfaction emerges because of:

- (a) The attitudinal facets in dealing with customers and
- (b) Expectation gap—what customer expects and what he gets in terms of price, time and manner of service.

Under such circumstances, the customer is entitled to record his complaint in writing, orally or over telephone followed by written complaint or e-mail. 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.



Bank shall

- Ensure that the complaints register is kept at the branches in the prescribed format for entering all the complaints / grievances received by them directly or through our Head Office /Government/ RBI/ BCSBI etc.
- Ensure that the Complaint book with perforated copies in each set shall be introduced, so designed as to instantly provide an acknowledgement to the customers and intimation to the Head office.
- Provide complaint / suggestion box at each branch office of the bank.
- Place a notice requesting the customers to meet, the branch manager regarding grievances if the grievances remain un-redressed at the lower level.
- Have a system of acknowledging the complaints, where the complaints are received through letters / forms.

Internal Machinery

The hierarchy for handling the customer grievances and complaints would be as under,

- The first layer would be the Branch Manager who may receive communication from the complaining customer. Branch Manager would look into the issue and respond to the customer to remedy the grievance within a period of four working days. In case, it is considered necessary to seek the guidance of Head Office or to collect information, he may respond within seven working days. In the meantime, he would write to customer about the likely time frame with the reasons for asking for more time than usual.
- Unsatisfied by the branch response, the customer can choose to go to the Deputy General Manager /Assistant General Manager/ Department Head at Head Office who is the second tier of redressal. He would respond to the customer grievance within 10 working days from the receipt of complaint from the customer.
- Still unsatisfied by the response, the customer may approach the Chief Executive Officer who may take 10 working days to respond to the customer.
- In case, the customer wants to approach the Board of Directors, he can write his complaint to the Chairman, who would pass on the same to the Chief Executive Officer for placing before the Committee or the Board. The disposal of the complaint at this level is to be made in 21 working days from the receipt of the customer communication.



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

The Chief Executive Officer / Dy. General Manager is appointed as the Bank's Principle Nodal Officer. The Respective Department Heads at Head office will be responsible to take review of customer complaint received directly at head office or through branches. The Nodal Officer will take final review on the action taken by all the department heads / branch managers on the complaint received.

Mandatory display requirements

It is mandatory for the bank to provide through display at branches the following,

1. Appropriate arrangement for receiving complaints and suggestions
2. The name, address and contact number of Branch Manager
3. The name, address and contact number of Nodal Officer
4. Code of bank's commitments to customers.
5. Contact details of Banking Ombudsman of area as follows,

Dr. Neena Rohit Jain
C/o Reserve Bank of India
4th Floor, RBI Byculla Office Building,
Opp. Mumbai Central Railway Station,
Byculla, Mumbai-400 008
STD Code: 022
Tel No. 23022028
Fax : 23022024
Email : cms.bomumbai1@rbi.org.in

Resolution of Grievances

Branch Manager is responsible for the resolution of complaints/grievances in respect of customer's service at the branch. He would be responsible for ensuring closure of all complaints received at the branches. 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 considers that it is not possible at his level to solve the problem he can refer the case to respective Department Head at Head Office for guidance.



Escalation of Complaints:

- Branches shall ensure that minor complaints that could be resolved at the branch level itself are not escalated to next level that shall necessarily be resolved at branch level.
- Unsatisfied by the branch response, the customer can choose to go to the Deputy General Manager /Assistant General Manager/ Department Head at Head Office
- A person aggrieved with a banking service will first complain to the bank and if within a month does not receive a reply or is unsatisfied with the formally reply, can appeal to the Banking Ombudsman of the relevant jurisdiction.

Time frame

Complaints will be seen in the right perspective because they indirectly reveal a weak spot in the working of the bank. Complaint received would be analyzed from all possible angles. Time schedule as mentioned above for handling complaints and disposing them at branches and head office should be adhered to. Branch managers would try to resolve the complaint within seven working days. 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 would invariably be formally acknowledged promptly.

Branches will send action taken report on complaints received to the Head Office.

Branch Manager/ Departmental Head at Head Office shall resolve the complaint within specified time frame. However, if the redressal of complaints require some time for examination of issues involved, it shall invariably be acknowledged and interim reply shall be given by the Branch Manager /Officials at the Head Office .

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 may arise on account of lack of awareness among customers about bank services and such interactions will help the customers to 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. Branch Manager should obtain feedback/suggestions from customers for improvement in customer service. Structured customer meets may be organized to give a message to the customers that the bank cares for them and values their feedback/suggestions for improvement in customer service.



Customer Service during Audit:

The Bank / branch inspection shall also review the systemic ways of complaint resolution rather than mere number of cases resolved. The complaints register maintained by branches shall be scrutinized by the Officials of Audit Department during their periodical visit to the branches and record their observations / comments in the relative reports.

Mechanism of Review of Grievances Redressal Machinery

To have oversight on level of customer services, in particular, Grievances Redressal Mechanism of the Bank Review shall be taken at different levels.

Branch Level

- Branch Manager shall have staff meet once a month to study complaints/ suggestions; cases of delay, difficulty faced etc reported by customers.
- Branch Manager shall take customer feedback on regular basis independently to analysis level of customer satisfaction and suggestions if any. As for the bank, the feedback from customers would be valuable input for revising its product and services to meet customers' requirements
- The branch Manager shall submit reports giving inputs/ suggestions to head office thus, enabling Officials at Head Office to examine them and provide relevant feedback to the Board for necessary policy/ procedural action.

Head Office level

Banking operation department should after considering suggestions or views from Branch Managers and other officials for effective review of customer complaints and put forward suggestion to the board for improvement in customer service.

In this context, the Banking Operation Department would have the following functions.

- Analyze the complaints (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.
- 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.



- Be responsible to ensure that all regulatory instructions regarding customer service are followed by the bank.
- Consider unresolved complaints/grievances referred to it by functional heads responsible for redressal and offer their advice.

A statement of complaints received shall be placed before Board along with an analysis of the complaints.

However, where the complaints are redressed within the next working day, branches shall not include the same in the statement of complaints.

Sensitizing operating staff on handling complaints

The Staff will be properly trained for handling complaints. With an open mind and a smile on the face of the staff, services will be provided. It would be the responsibility of the Branch Manager to give feedback on training needs of staff at various levels to the Training & HR Department.

Review of the Policy

This policy is subject to revision based on the extant RBI guideline from time to time.

The aforesaid Grievance Redressal Policy is submitted for the approval.

A.V. Gangal
Dy. General Manager

P.S. Dandekar
Holding Charge of
Chief Executive Officer