

THE GOA URBAN CO-OPERATIVE BANK LTD

DR ATMARAM BORKAR ROAD, PANAJI-GOA

(SCHEDULED BANK)

Bank's Customer Grievance Redressal Policy

1. Introduction

The Bank believes that customer relationship can be maintained only by giving prompt & efficient services which is essential not only to attract new customers but also to retain the existing ones. The bank requires constant up-gradation & excellence in its products and services to seek, ensure and sustain the customer satisfaction.

In the present scenario of competitive banking, excellence in customer service is the most important tool for sustained business growth. As we deal with the customers, difference of opinion may arise out of interactions and our customers may express their dissatisfaction by lodging complaints. Bank should therefore do the service upsurge and win the customers trust back and should improve the product, process, technology and people aspects at the bank.

Bank has attached high priority to customer satisfaction and also taken a number of initiative aimed at achieving high standards of customer satisfaction and complaint free customer service. 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. As a service organization, imparting good customer service and enhancing level of customer satisfaction should be the prime concern of any bank. Customer dissatisfaction would spoil bank's name and image. The Bank's Customer Grievances Redressal Policy aims at minimizing instances of customer complaints and grievances through proper service delivery, review and prompt and effective redressal mechanism. The review mechanism will help in identifying shortcomings in product features and service delivery.

1.1 In recent years, our bank has come up with various initiatives highlighting customer service as the prime focus of The Bank. The provision for Customer Grievance Redressal Policy is just an addition to not only help our employees understand and resolve customer queries but also to make our customers aware about their Redressal rights in general.

1.2 The Bank's Customer Grievances Redressal Policy follows the under noted principles:

- ❖ Customers be treated fairly at all times
- ❖ Complaints raised by customers are to be dealt with courtesy and in 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 complaints efficiently and fairly as they can damage the bank's reputation and business if handled otherwise.
- ❖ The bank employee would work in good faith and without prejudice to the interests of the customers.

1.3 The policy document would be made available at all branches/Head Office and at Bank's website. The concerned employees would be made aware about the Complaint handling process to ensure better customer service and general awareness within the Bank.

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

- a) The attitudinal/Behavioural aspects in dealing with customers.
- b) Operational aspects-Inadequacy of the functions/ arrangements made available to the customers, working/operations or gaps in standards of services expected and actual services rendered.
- c) Technology Related.

The customer is having full right to register his complaint if he/she is not satisfied with the services provided by the Bank. He/she can give his/her complaint on grievance portal available on our bank's website. The customer can lodge all kind of complaints including ATM/Mobile Banking/IMPS/UPI related complaints. If customer complaint is not resolved within given time or if he/she is not satisfied with the solution provided by the bank then he/she can approach Banking Ombudsman with his/her complaint or other legal avenues available for grievance redressal.

2. Grievance Redressal:

2.1 Why Grievance Redressal Policy?

The complaints from the customers are crucial as it mirrors the deliverance of services by the Bank and its employees. The complaint can either be a lacuna in the product/service or a confusion grown in to a misunderstanding. The Customer Grievance Redressal Policy plays a vital role in enabling the bank and customers to deal with such complaints and to direct them towards a satisfactory solution. This policy dictates the directives that the bank should adhere to while dealing with and rendering to the customers. It also enables the customers to know their Redressal rights/remedies and communicate with bank in an accurate way.

2.2 Principles of Banking Grievance Redressal Policy:

- Transparency- The policy enables and re-assures the transparency in bank's day-to-day business to help customers believe in security of their assets kept with our bank as well as safeguarding their interests in the Bank of whatsoever nature.

- Accessibility- The policy provides ways of access to the customers to inform bank of their view on lacuna in a particular product/service or query/misunderstanding with any of the employees/representatives of the Bank.
- Customer Education- It enables and armours customers with an accurate knowledge of the available remedies to redress their difficulty/misunderstanding/ doubts.

2.3 Scope of Policy:

To make the policy effective and pithy, the Bank has established a well-structured mechanism encompassing within its scope all such queries/misunderstandings regarding products and services of the Bank, which may arise at any given point of time. The employees are made well-aware of the complaint handling process and the Bank ensures just and fair ways to redress such complaints.

The Grievance portal shall enable the customers to log all types of complaints related to Transactions, Accounts, ATM Cards, Mobile Banking, IMPS, UPI, Customer Service, Loans and Deposits, etc.

Grievances	Department	Assigned To	Assigned To
ATM/POS/ECOM/IMPS/UPI	IT Data Center	IT Head	ho.infotech@gucb.co.in
Customer Service	Admin/HR	Admin/HR	ho.adm@gucb.co.in
Operation of Accounts, Fixed Deposits, Recurring Deposits, NEFT/RTGS	Account	Accounts Head	co.accounts@gucb.co.in
Housing Loans, Business Loans, Vehicle Loans, Educational Loans, Gold Loans, Other Loans	Advances	Advances head	ho.advances@gucb.co.in

The grievances registered on the portal shall be categorized as per the following criteria. Customer shall have choice to choose from the above categories at the time of registering any grievance.

Once the grievance is registered, the same shall be assigned to the respective Departmental Head as per the above table. The grievance will come as an email to the respective departments from ZOHO domain and a copy of the same shall go to the customer on the email id provided by him/her at the time to registering the grievance. The email shall also consist of a unique grievance id through which the status of the grievance can be tracked. The departmental heads should immediately respond to the grievance by taking necessary actions at their end or forward the received grievance to the respective branches as per the customer query. Branches have to take necessary action within their scope to resolve the issue and reply back to the mail received. Further to which the departmental head has to update the status of grievance to Resolved/

Closed based on the analysis done on the said grievance and reply back to the customer through the grievance portal. CO-Audit shall be responsible for overall monitoring of the grievances reported and the resolution status and follow up with respective departmental heads as a part of Internal Audit process. The admin credentials shall reside with the CO-Audit and shall be able to track the status of grievances.

2.4. Customer Service Committee on Customer Service:

In order to benchmark the current level of service, review the progress periodically, enhance the timeliness and quality, rationalize the processes taking into account technological developments and suggest appropriate incentives to facilitate change on an on-going basis, the Customer service Committee on Customer Service is constituted. The customer service committee on Customer Service will be chaired by the Chairman, Managing Director and Chief Officers of various H.O. dept. as members.

The Committee will have the following functions:

1. To convene meeting every half yearly.
2. The committee would submit report on the deliberations of the meeting to the board at half yearly intervals.
3. The committee would evaluate feedback on quality of customer service received and also review comments/feedback on customer service.
4. The committee would be responsible to ensure that all regulatory instructions regarding customer service are followed by the Bank and the committee would obtain the feedback from Branch Managers.
5. The committee would consider unresolved complaints/grievances referred to it by functional heads responsible for redressal and offer its advice. The customer service committee will also discuss the aspects relating to deposits and also the death claim of a depositor. The committee would also examine any other issues having a bearing on the quality of customer service rendered.

2.5 Branch Level Customer Service Meeting:

In order to encourage a formal channel of communication between the customers and the bank, Branches will be advised to conduct quarterly meetings and to send the minute's to the Head Office for reporting the same to the Customer Service Committees.

2.6. Key Elements of Customer Grievance Redressal Policy:

a. Three-Tier Internal Machinery To Redress the Grievance:-

The Bank has established a three-tier internal Customer Grievance Redressal Mechanism to help the customers derive solution at earliest.

i. First Level:- (Branch Manager) Branch Manager of every Branch of our Bank is well aware of the rules and provisions of Bank and Redressal policy. Hence it is easy for customers to approach the said manager and register his/her grievance with our Branch Manager.

ii. Grievance Cell/Nodal Officers:- If the query/misunderstanding is not clarified at the first level or the first level authority requires expert's opinion in clarifying the same, the customer/Branch Manager can approach the Grievance Cell of our Bank at H.O.

iii. Principal Nodal Officer

The Bank has nominated Chief Officer Internal Audit Dept. as Principal Nodal Officer to monitor the implementation of Customer Service and complaint handling for the entire Bank. The customers with grievances can approach in the first instance and also can approach the Banking Ombudsman, in case if they are not satisfied with the Bank's response/reply. The details of the Grievance Cell/Nodal Officers/Principal Nodal Officer are provided in **Annexure A**.

b. Banking Ombudsman Scheme:

Bank has displayed on our website and in all our Branches a notice explaining that we are covered by the Banking Ombudsman Scheme, 2006 of the Reserve Bank of India. The copy of the scheme is made available at all the branches. Reply will be issued to customers within 30 days of lodging a complaint with us. If customer does not get a satisfactory response from us and if customer wishes to pursue other avenues for redressal of grievances, customer may approach Banking Ombudsman appointed by Reserve Bank of India under Banking Ombudsman Scheme, 2006. If customers face any difficulty our Staff will explain the procedure in this regard.

c. Mandatory display requirements:

The Bank has made it mandatory to display the following at Branches and at our website for the benefit of our customers:

1. Details on appropriate arrangements made for receiving complaints and suggestions.
2. The name, address and contact number and email address etc, of Principal Nodal Officer at Head office who can be contacted for redressal of the complaint is displayed for proper and timely contact by the customers and for enhancing effective of the redressal machinery.

2.7. Process of resolution of grievance:

a. At Branch level:

Branch Manager will be responsible for the resolution of the complaints/grievances in respect of customer's service by the Branch. He/she would be responsible for ensuring closure of all complaints received at Branches. It is his/her 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/she shall be provided with alternate avenues to escalate the issue if the same is not resolved within the stipulated period. If the Branch Manager feels that it is not possible at his/her level to solve the problem, he/she may refer the case to Head Office for guidance. Similarly, if Head Office finds that they are not in a position to solve the problem such cases may be referred to the Chief Nodal Officer of the Bank at Head office. Following steps are taken to facilitate the customers to make their complaints easily and quickly:

1. Suggestion Box and complaint Book are provided in all the branches. Any written complaint is instantly and promptly acknowledged.
2. At every office of the Bank, a notice requesting the customer "to meet the Branch Manager" shall be displayed with regard to Grievances, if it remains un-redressed.
3. Customers can lodge their complaints directly to Branch-in-charge and it will be the responsibility of the Branch-in-charge to resolve the complaint within 7 days from the date of receipt.
4. The Branch-in-charge will analyse the complaint and if need be he/she will contact the complainant personally and resolve the complaint.
5. A complaint redressal letter will be sent to complainant, if the complaint is resolved at Branch level. The Branch will also send the details of the grievance received at periodical intervals to Head Office.
6. If the Branch-in-charge is not able to resolve the complaint within 7 days, the complaint will be forwarded to the Head office of the bank along with the remark of the branch manager within a time frame. (within a maximum of 10 days depending upon the nature of Grievances)
7. All branches should maintain a separate complaints register for entering all the complaints/grievances received by them directly or through HO and other sources.
8. The complaint registers maintained by branches shall be scrutinized by the Internal Audit Head during his periodical visit to the branches and his observations/comments recorded in the relative visit reports.
9. Counter staff are provided with training and additional inputs.
10. If counter staff is unable to resolve a grievance, the branch in-charge shall intervene and try to resolve the issue.

11) Wherever staff lapses are noticed, accountability is fixed and erring employees are advised suitably.

b. Time frame: The complaint / query shall be registered with appropriate authorities within 7 working days from the date on which the said query / complaint was identified by the said customer. The said complaint / query shall be resolved within 15 working days from the receipt of the said complaint.

c. Interaction with customers:

Customer's expectation/requirement/grievances can be better understood through personal interaction with customers by Bank's staff. Structured customer meets 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 the banking services better. The feedback from customers would be a valuable input for revising our product and services to meet customer requirements.

d. Sensitizing the operating staff on handling complaints:

Our staff will be properly trained for handling complaints. The importance of handling complaints is explained to all the employees and they are trained to deal with customer complaints. Principle Nodal Officer for the Bank will ensure that internal machinery for handling complaints/grievances operates smoothly and efficiently at all levels and he will be giving feedback on training needs of staff at various levels to the Human Resources Department.

ANNEXURE A

Principal Nodal Officers - Mr. Uday Nagarsenker

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Tel No- 9552590727

Head office : The Goa Urban Co-operative Bank Ltd, Dr. Atmaram Borkar Road, Panaji, Goa