



THE VIJAY CO OPERATIVE BANK LTD

Nobles, Opp. Nehrubridge, Ashram Road,
Ahmedabad-380009

CUSTOMER GRIEVANCE REDRESSAL POLICY

License issued: ACD/GJ - 287P

Date: 1st March, 1982

Registered No. 11806 Dt.11/01/73

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1.) Introduction:

This policy shall be known as "Policy for Customer Grievance Redressal of "The Vijay Co Operative Bank Ltd, Head Office, Ahmedabad and shall be effective for-one year from the date of issue of the policy or till the next date of review of the policy.

As a service-oriented organization, customer service and customer satisfaction both are our prime concern. The bank believes that providing prompt and efficient service is essential not only to attract new customers, but also to retain the existing clientele base.

This policy document aims at minimizing recurrence of customer complaints and grievances by prompt redressal, proper service delivery and review mechanism. The review mechanism should help in identifying shortcomings in product features and service delivery. Customer dissatisfaction spoils the bank's name and image in the public.

2.) Purpose

In the present scenario of competitive banking, excellence in customer service is the most important tool for sustained business growth. Bank has attached high priority to customer satisfaction and taken several initiatives 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 must 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 the 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 the 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.

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

- ❖ Customers shall always be treated fairly.
- ❖ 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 remedies 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.
- ❖ Complaints emanating from rural areas and those relating to financial assistance to priority sector and Government poverty alleviation program also form part of the above process.

To make the Bank's redressal mechanism more meaningful and effective, a structured system will function at Branches and Head Office, which will ensure that redressal sought is just and fair and is within the given framework of rules and regulations.

The policy document would be made available at all branches and Head Office and on the 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.

- a. A complaint is an expression of dissatisfaction or grievance or resentment made to an organization, related to its products or service, or the complaints handling process itself, where a response or resolution is explicitly or implicitly expected.
- b. Customer complaint can be divided into following main categories:
 - i. The attitudinal/Behavioural aspects in dealing with customers.
 - ii. **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.
 - iii. Technology Related.
- c. 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 in writing through physical or electronic mode. If customer complaint is not resolved within given time or if he/she is not satisfied with the solution provided by the bank, he/she can approach Banking Ombudsman with his/her complaint or other legal avenues available for grievance redressal.

3.) Resolution of Grievances:

3.1 Internal Machinery to monitor & review Customer service/grievances.

- a.) If the customer wants to make a complaint, we will inform:
 - i. Where to make complaint.
 - ii. How a complaint should be made.
 - iii. When to expect a reply.
 - iv. Whom to approach for redressal.
 - v. What to do if customers are not happy about the outcome.

- b.) All complaints received at every level will be immediately acknowledged by the concerned in charge and dealt with properly.
- c.) If the customer complaint is received in writing, Bank will endeavour to send a response within a week. Customers must be kept informed of the progress within a reasonable period.
- d.) After examining the matter, Bank will send a final decision within 30 days of receipt of complaint.
- e.) The Bank has developed an in-house portal for the online grievance redressal system namely **“Feedback and Complaint”** on its website. The same is available to the customers to register their complaints online. This package records a complaint, generates a unique reference number and forward the same automatically to the concerned wings/sections or authority. It also provides the customer to track the complaints status online.
- f.) We have a well-established phone number at Head Office (Phone number: 079-26587687/88/89) through which customers can also get the details of whom to approach and how to lodge the complaint.

4.) Complaint Redressal Mechanism and Grievance Escalation System in the Bank (Internal Machinery):

a. At Branch level:

Branch Manager will be responsible for the resolution of the complaints/grievances in respect of customer 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 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 Principal Nodal Officer at HO for guidance. Similarly, if Principal Nodal Officer finds that they are not in a position to solve the problem such cases may be referred to the CEO of the Bank at Head office. Following steps are taken to facilitate the customers to make their complaints easily and quickly:

- i. Suggestion Box and complaint Book are provided in all the branches. Any written complaint is instantly and promptly acknowledged.
- ii. At every office of the Bank a notice requesting the customer **“to meet the Branch Manager”** shall be displayed regarding Grievances if it remains unaddressed.
- iii. Customers can lodge their complaints directly to Branch-in-charge/Manager and it will be the responsibility of the Branch-in-charge to resolve the complaint within 7 days from the date of receipt.
- iv. The Branch-in-charge/Manager will analyse the complaint and if need be he/she will contact the complainant personally and resolve the complaint.

- v. 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.
- vi. 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)
- vii. All branches should maintain a separate complaint register for entering all the complaints/grievances received by them directly or through HO and other sources.
- viii. The complaint registers maintained by branches shall be scrutinized periodically during the audit.
- ix. Counter staff are provided with training and additional inputs.
 - x. If counter staff/Supervisor is unable to resolve a grievance, the branch in-charge/Manager shall intervene and try to resolve the issue.
 - xi. Branch in-charge/Manager will make him-self available at the branch between 3 p.m. and 5 p.m. on the last working day of every month to meet customers without any prior appointment.

b. At Head Office level:

- i. The Bank has nominated AGM, as Principal Nodal Officer to monitor the implementation of Customer Service and complaint handling for the entire Bank as per RBI Internal Ombudsman Scheme, 2021.
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.
- ii. An acknowledgement is sent to the customer immediately on receipt of the complaint.
- iii. AGM at the Head Office will analyse the complaint and the replies received from Branch and appropriate decision is taken on the complaint. A complaint redressal letter is sent to the complainant from Head Office, duly explaining the decision taken on the complaint and suitable instructions are passed on to Branch for taking action in the deficient areas. Whenever the decision is taken to reject the claim, the same shall be communicated to the complainant.
- iv. Special Customers' Meets/ campaign are organized for different segments of the market, viz., Retail lending, Agriculturists, etc.
- v. Bank will review periodically into the areas in which the number of complaints is large or on the increase. Bank shall arrange to include one or two sessions on customer service, public relations etc, in training programmes conducted.
- vi. Bank will place a detailed statement of Customer complaints and Awards passed by the Banking Ombudsman, if any, before the Board of Management/Board of Directors along with an analysis of the complaints received along with financial results. The complaints shall be analysed to

identify customer service areas in which the complaints are frequently received, identify frequent sources of complaints, to identify systemic deficiencies and for initiating appropriate action to make the grievance redressal mechanism more effective.

5.) 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. A copy of the scheme is made available at all the branches. A 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 RBI Internal Ombudsman Scheme, 2021 with complaint. If customers face any difficulty our Staff will explain the procedure in this regard.

To ensure that minimum number of cases is escalated to Banking Ombudsman, the Bank has appointed Principal Nodal Officer (BO) in terms of RBI revised Internal Ombudsman Scheme 2018 as pro-active measure to strengthen the internal grievance redressal mechanism.

A customer aggrieved with a banking service as hitherto can complain to the bank. Bank will internally escalate all cases to the Banking Ombudsman for final decision where either the complaint is rejected, or only partial relief is provided to the complainants as the IO shall not handle complaints received directly from the customers or members of public and will deal with complaints which are already examined by Bank's Internal Grievances Redressal Mechanism.

Internal Banking Ombudsman will examine the complaints on deficiencies of service on the part of the Bank including those listed under clause 8 of the Banking Ombudsman Scheme 2006 (as amended from time to time).

The Internal Ombudsman shall analyze the pattern of the complaints such as product/ category wise, consumer group wise based on geographical locations etc., and suggest means for taking actions to address the root cause of the complaints of different nature.

The Internal Ombudsman shall examine the complaints based on records/ documents available with Bank and comments/ clarifications furnished by the Bank to specific queries of Internal Ombudsman.

Upon failing to get a reply from the Bank/Internal Banking Ombudsman, the complainant can appeal to the Banking Ombudsman of the respective Jurisdiction.

6.) 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/Nodal Officer(s) and other details of Officials at Headoffice/Branch offices, 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.
3. Details of Code of Bank's commitments to customers/Fair practice code (BCSBI).

7.) Time Frame:

The Bank has adopted Time frame as under for the resolution of all complaints:

Parameter	Timeframe
Branch Level	7 Days
Head Office Level (from the date of receipt by branch)	30 Days

8.) Interaction with customers:

Customer's expectation/requirement/grievances can be better understood through personal interaction with customers by Bank's staff. Structured customer meetings 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.

9.) Sensitizing the operating staff on handling complaints:

Our staff will be properly trained for handling complaints. During all the Training Sessions at our Staff Training, the importance of handling complaints is explained to all the participants and they are trained to deal with customer complaints.

Principle Nodal Officer/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/Admin dept.

10.) Enhanced disclosures on complaints.

Disclosures serve as an important tool for market discipline as well as for consumer awareness and protection. Appropriate disclosures relating to the number and nature of customer complaints and their redress facilitate customers and interested market participants to better differentiate among banks to take an informed decision in availing their products and services. To ensure provision of relevant and important information in this regard to bank customers and other stakeholders, the current set of disclosures made by the banks are being enhanced as indicated below:

Enhanced disclosures to be made by banks on complaints and grievance redressal.

Sr. No		Particulars		Previous Year	Current Year
		Complaints received by the bank from its customers			
1		Number of complaints pending at beginning of the year			
2		Number of complaints received during the year			
3		Number of complaints disposed during the year			
	3.1	Of which, number of complaints rejected by the bank			
4		Number of complaints pending at the end of the year			
		Maintainable complaints received by the bank from Office of Ombudsman			
5		Number of maintainable complaints received by the bank from Office of Ombudsman			
	5.1.	Of 5, number of complaints resolved in favour of the bank by Office of Ombudsman			
	5.2	Of 5, number of complaints resolved through conciliation/mediation/advisories issued by Office of Ombudsman			
	5.3	Of 5, number of complaints resolved after passing of Awards by Office of Ombudsman against the bank			
6		Number of Awards unimplemented within the stipulated time (other than those appealed)			

Note: Maintainable complaints refer to complaints on the grounds specifically mentioned in Integrated Ombudsman Scheme, 2021 (Previously Banking Ombudsman Scheme, 2006) and covered within the ambit of the Scheme.

Top five grounds of complaints received by the bank from customers.

Grounds of complaints, (i.e. complaints relating to)	Number of complaints pending at the beginning of the year	Number of complaints received during the year	% increase/decrease in the number of complaints received over the previous year	Number of complaints pending at the end of the year	Of 5, number of complaints pending beyond 30 days
1	2	3	4	5	6
Current Year					
Ground - 1					
Ground - 2					
Ground - 3					
Ground - 4					
Ground - 5					
Others					-
Total					-
Previous Year					
Ground - 1					
Ground - 2					
Ground - 3					
Ground - 4					
Ground - 5					
Others					
Total					

The master list for identifying the grounds of complaints is provided in Appendix 1.

11.) General Guidelines

- a.) Branch Manager himself should open complaint box daily and note the details of complaint in the complaint register as prescribed by Head Office. The problems mentioned in the complaint be solved immediately and if the matter is beyond his control he should refer to Head office with the copy of complaint on the same day.
- b.) At Head Office Officer/Executive in charge of relevant work must attend to all complaints as soon as received. Advances proposals must be attended on the same day or latest on next day.
- c.) Staff members will be deputed for training on updating different customer services aspects from time to time.
- d.) Monthly report of the complaints received by the Complaint Dept along with status is reported to Higher Management at HO.

12.) Important Contact Details of the Complaint Dept.

Address/Location:

Head Office, 1st Nobles, Opp. Nehrubridge, Ashram Road, Ahmedabad-380009.

Bank Helpdesk Phone number: 079-26587687/88/89

RBI Ombudsman Contact Details:

Location: Ahmedabad

Address: Reserve Bank of India,
4th Floor, "Riverfront House", Behind H.K. Arts College, Between Gandhi &
Nehru Bridge, Pujya Pramukh Swami Marg (Riverfront Road - West),
Ahmedabad-380 009

Phone number: 079-26582357

Customer Can also file complaint on RBI portal through online mode at

<https://cms.rbi.org.in/cms/indexpage.html#eng>

13.) Review:

Policy For Customer Grievance Redressal shall be reviewed on annual basis.

Certified True Copy

Passed Unanimously

AGM/Chief Executive Officer

Appendix 1:

Master list of grounds of complaints to be used for disclosure on the top five ground-wise receipt of complaints by banks under Para 4 of the Annex.

- 1.) ATM/Debit Cards
- 2.) Credit Cards
- 3.) Internet/Mobile/Electronic Banking.
- 4.) Account opening/difficulty in operation of accounts
- 5.) Mis-selling/Para-banking
- 6.) Recovery Agents/Direct Sales Agents
- 7.) Pension and facilities for senior citizens/differently abled
- 8.) Loans and advances
- 9.) Levy of charges without prior notice/excessive charges/foreclosure charges
- 10.) Cheques/drafts/bills
- 11.) Non-observance of Fair Practices Code.
- 12.) Exchange of coins, issuance/acceptance of small denomination notes and coins
- 13.) Bank Guarantees/Letter of Credit and documentary credits
- 14.) Staff behaviour
- 15.) Facilities for customers visiting the branch/adherence to prescribed working hours by the branch, etc. Others

CUSTOMER GRIEVANCE REDRESSAL MATRIX

