

POLICY FOR GRIEVANCE REDRESSAL

1. Introduction

In the present scenario of competitive banking, excellence in customer service is the most important tool for sustained business growth. As a service organization, customer service and customer satisfaction is the prime concern of the bank. The bank believes that providing prompt and efficient service is essential not only to attract new customers, but also to retain existing ones.

2. Aim / Objective

Customer complaints are part of the business life of any corporate entity. 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 helps 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
- ❖ 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 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 has been built up towards such end. This system ensures that the redressal sought is just and fair within the given frame-work of rules and regulation. The policy document would be made available at all branches. All the employees of the Bank will be made aware about the Complaint handling process.

3. Framework

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 or gaps in standards of services expected and actual services rendered.

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/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.

4. Internal Machinery to handle Customer complaints/ grievances

4.1 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 triennial audit of such services. The Committee would also examine loan policy and service issues for the individual as a borrower and 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.

4.2 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 eminent non-executives 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 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 Zonal/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 complaints related to non compliance of the Codes of the Banking Codes and Standards Board of India and remedial action taken by the Bank will be put up to the Standing Committee on Customer Services in their periodical meetings.
- ❖ The committee would submit report on its performance to the customer service committee of the board at quarterly intervals.

4.3 Redressal of complaints: Nodal Officer and other designated officials to handle complaints and grievances.

To enable the customers to voice their grievances or offer suggestions for improvement in customer service, "Customer Day" is observed at all the offices of the Bank across the organization covering branches, Regional / Zonal Offices and Head Office, on 15th of every month (next day, if 15th is a holiday or half day).

In case of any complaint, the matter may be first brought to the notice of concerned Branch Manager for immediate redressal. If the complaint is not redressed to the satisfaction of the customer, the matter may be taken up with the Regional Manager / Zonal Manager concerned. The Bank has also nominated concerned Regional Manager as Nodal Officer for handling the complaint grievances in respect of the branches under their jurisdiction.

If the complainant still feels unsatisfied with the responses received, he/she can address the complaint to the bank's Nodal Officer at Head Office designated to deal with customers' complaints / grievance giving full details of the case on the below mentioned address :

Shri K.V.Vachhrajani
The General Manager (Operations & Services)
Bank of Baroda, Head Office, Tel.: (0265) 2363001 – 2361852 (PBX)
Suraj Plaza-I, 8th Floor, Fax: (0265) 2362914
Sayajigunj, Maganwadi,
Vadodara-390 005 (Gujarat) India.

After exhausting all the above machinery / channels, if the customer is not satisfied, he/she may write to Chairman & Managing Director of the Bank.

5. Other Issues

5.1 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

5.2 Resolution of Grievances

The Branch Manager will be 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 branches. It will be 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 Regional or Zonal Office for guidance. Similarly, if Regional or Zonal office finds that they are not able to solve the problem such cases may be referred to the Nodal Officer.

In case the Bank has rejected the complaint or the complainant had not received any reply within a period of one month after the bank received his representation or complainant is not satisfied with the reply given to him then he/she may lodge complaint with the Banking Ombudsman, whose name & address is displayed in the branches. The Banking Ombudsman scheme is also displayed on our website.

5.3 Grievances lodged through the PG Portal

The Govt. of India, Department of Administrative Reforms & Public Grievances, Ministry of Personnel, Public Grievance & Pension has recently introduced a web based mechanism for lodgment of Complaints / Grievances by Citizens of India which includes

Bank customers as well. This is known as PUBLIC GRIEVANCE PORTAL (www.pgportal.gov.in).

Customers / Public may make use of the said Portal to communicate their Grievances. Necessary monitoring / redressal mechanisms have been put in place at Head Office and Regional Office level of the Bank.

5.4 Time frame

The Complaints are seen in the right perspective because they indirectly reveal a weak spot in the working of the bank. The Complaints received are analyzed from all possible angles. We shall endeavour to redress the complaint within 21 days from the date of receipt of the complaint. In case, we require more time to redress the complaint in respect of exceptional cases, we inform the same to the customer and an interim reply will be sent. Branch manager should try to resolve the complaint within specified time frames, decided by the bank. All complaints will be acknowledged immediately on receipt.

The Branch and Zonal Office will send action taken report on complaints received to the head office at the end of every month.

5.5 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 be organised to give a message to the customers that the bank cares for them and values their feed back/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 feed back from customers would be valuable input for revising its product and services to meet customer requirements.

5.6 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 Nodal Officer to ensure that internal machinery for handling complaints/grievances operates smoothly and efficiently at all levels. He will be giving feed back on training needs of staff at various levels to the HR Dept.

6. Periodicity of Review of the Policy

The policy will be effective for one year from the date of approval and it will continue to be in force till the reviewed policy comes into place.
