

Ujjivan Small Finance Bank

# Customer Grievance Redressal Policy

**Corporate office Address:**

**Ujjivan Small Finance Bank Ltd.**

**Grape Garden, No. 27, 3rd A Cross, 18th Main**

**Koramangala 6th Block, Bengaluru 560 095**

## **Table of Contents**

1. Introduction .....	3
2. Objective.....	5
3. Applicability .....	6
4. Governance Structure .....	7
5. Role of Branches and Unbanked Rural Centres (URCs) in Customer Grievance Redressal .....	7
6. Role of Controlling Offices and Head Office in Customer Grievance Redressal .....	7
7. Complaints Handling and Resolution Process.....	8
7.1 Types of Complaints.....	8
7.2 Registration & Tracking of Complaints .....	10
7.3 Resolution of Complaints / Grievances .....	10
7.4 Escalation of Complaints.....	11
8. Customer Compensation.....	12
9. Disclosure of Customer Complaints .....	13
10. Banking Ombudsman Scheme 2006 as amended upto July 1, 2017 .....	15
11. Ombudsman Scheme for Digital Transactions, 2019 .....	15
11. Policy Review & Updates.....	15
12. Regulatory References.....	15
Annexure I – Cardholder Dispute Form .....	16
Annexure-II Banking Ombudsman Scheme, 2006.....	18
Annexure – III Ombudsman Scheme for Digital Transactions, 2019 .....	18

## **1. Introduction**

Ujjivan Small Finance Bank (hereinafter referred to as “the Bank”), being a service industry player, needs to have a focused and pinpointed approach towards customer service. Moreover, the competitive market scenario makes it imperative for the Bank to have a robust mechanism in place to resolve/ address customer complaints in a timely and effective manner and for compensating customers for financial losses, if any. The Bank will strive to provide the highest quality of customer service to ensure continued customer satisfaction, retention and sustained growth of products and services.

A customer complaint may be genuine or may be a result of misunderstanding about the product or service. To facilitate the customers to raise their grievances, the Bank has put an appropriate mechanism in place for redressal of customer grievances.



## **2. Objective**

The Bank, through a comprehensive Customer Grievance Redressal Policy, intends to put in place systems, procedures and review mechanism for minimizing instances of customer dissatisfactions and to ensure prompt redressal of customer complaints and grievances. Additionally, the key objectives of this policy are as under:

- Ensure unbiased, fair and just treatment to customers, including both depositors and borrowers, on an ongoing basis
- Protect customers against fraud, deception or unethical practices
- Consistently assess the impact of services in order to serve clients better
- Put in place a formal grievance redressal mechanism for customers
- Ensure speedy and efficient resolution of customer issues with adherence to basic principles of transparency and integrity
- Educate the customers about alternate escalation mechanisms within and outside the Bank, for resolution of the complaints / issues if they are not satisfied with the Bank's response
- Ensure that there is a mechanism for compensating customers expeditiously for any financial loss incurred by them on account of deficiencies in services

### **3. Applicability**

The policy document shall cover the details of grievance redressal mechanism for customers and the procedures the employees at the Bank need to follow when such a complaint arises whether at the Unbanked Rural Centres (URCs) or branches. The policy will apply to employees of the Bank as well as Business Correspondents (BCs)/ Agents and shall be applicable to all customers catered to by branches or by BCs of the Bank. The policy will cover all the products and services offered by the Bank including third party products distributed by the Bank across its delivery channels.

#### **4. Governance Structure**

In line with RBI guidelines, the Bank will have grievance redressal mechanism at three levels i.e. the Board, Senior Management and Branches. The Customer Service Committee at the Board level shall assess and review the overall implementation of customer service policies and the functioning of the grievance redressal mechanism. The Standing Committee on Customer Service at Senior Management level shall serve as a micro level executive committee for driving the implementation of customer service policies and grievance redressal mechanism. The Standing Committee will act as a bridge between the various departments / functional units of the Bank and Customer Service Committee of the Board. The Branch Level Customer Service Committee shall act as a formal channel of communication between the customers and the Bank at the branch level.

#### **5. Role of Branches and Unbanked Rural Centres (URCs) in Customer Grievance Redressal**

The customer service framework will be embedded into the Bank's culture across the Head Office, Regional offices, phone banking centres, branches, URCs and BCs / Agents in order to drive the larger objective of creating an intuitive customer experience. Each customer touch point within the Bank will strive towards creating a lasting and an enduring impression in the customers' mind through prompt, fair, transparent and courteous services, ease and convenience of accessibility, faster resolution of grievances and its communication to customers.

#### **6. Role of Controlling Offices and Head Office in Customer Grievance Redressal**

The Bank's Service Quality Department (SQD) at its Head Office shall oversee the implementation of the customer complaint handling mechanism for the entire bank. This Department shall be headed by a Principal Nodal Officer (PNO) (National Manager – Service Quality). The Bank shall also appoint a Regional Nodal Officer (Regional Manager – Service Quality) for each of the Regions to ensure smooth resolution of customer grievances. The Principal Nodal Officer and Regional Nodal Officer at Head Office and Regional Office levels shall be the point of contact with whom the BO, Indian Banks' Association (IBA) and RBI can liaise for resolution of customer complaints.

The Bank shall also place the statement of complaints as a part of Annual Report for information of the general public at the end of each financial year. This statement should include all the complaints received at the Head Office / Controlling Office level as also the complaints received at the branch level.

## 7. Complaints Handling and Resolution Process

A ‘complaint’ means a representation in writing or through electronic means containing a grievance alleging deficiency in banking service as mentioned in clause 8 of the Banking Ombudsman Scheme, 2006.

The Bank’s grievance redressal mechanism provides for a comprehensive framework for registration, tracking, resolution and analysis of customer complaints. A robust review mechanism will assist the Bank in identifying and resolving gaps in the customer service, product features and the delivery of the products through its own branches, URCs and BCs/ agents.

### 7.1 Types of Complaints

- **Transaction related:** Deposit/ cash related/ opening of account/ transfer of account/ closure of account/ miss- selling/ debiting of erroneous charges/ claims on deceased depositors' accounts/ TDS related /service charge related, cheque clearance related, etc.
- **Branch related:** Basic facilities to customers/ ambience/ customer service area/ long queue, etc.
- **Staff related:** Alleged harassment, misbehaviour/ use of rude language, alleged bribery etc.
- **Lending related:** Delayed disbursements, loan modifications, excessive follow-up for collections, improper behaviour of recovery agents, discrimination based on gender, caste, religion, loan frauds and such other lending related complaints.
- **Technology related:** Disputed ATM transaction/ POS transaction/ Internet banking transaction/Mobile banking transaction/ RTGS/ NEFT. As per the RBI’s Master Circular – Mobile Banking transactions in India – Operative Guidelines for Banks, updated as on January 10, 2020, in cases where the customer files a complaint with the Bank disputing a transaction, it would be the responsibility of the service providing bank, to expeditiously redress the complaint. Customer complaints / grievances arising out of mobile banking facility would be covered under the Banking Ombudsman Scheme, 2006.
- **Business Correspondent/ Agent related/ Vendor related:** Misbehaviour/ use of rude language, mis-selling of products, levy of fees/ commission/ additional charges, technology related issues at BC outlets, non-availability of the BC agents at field level, denial of services to customers, etc. This shall also include misbehaviour/use of rude language by connectors, recovery agents, verification agencies, Vendors and Vehicle repossession agents.
- Grievances arising out of the Cash Management Services being offered by the Bank
- Complaints emanating from rural areas and those relating to financial assistance to Priority Sector and Government’s Poverty Alleviation Programmes.

### Lodging of ATM related Complaints



The following information shall be displayed prominently at the ATM locations:-

- (i) ATM ID shall be displayed clearly in the premises to make use of it while making a complaint / suggestion
- (ii) Information that complaints should be lodged at the branches where customers maintain accounts to which ATM card is linked
- (iii) Telephone numbers of help desk / contact persons of the ATM owning bank to lodge complaint / seek assistance
- (iv) Uniform Template (as given in Annexure I) for lodging of complaints relating to ATM transactions.

To improve the customer service through enhancement of efficiency in ATM operations, bank shall initiate following actions:

- (i) Message regarding non-availability of cash in ATMs shall be displayed before the transaction is initiated by customer
- (ii) Make available forms for lodging the complaints with name and phone number of the officials with whom they have to be lodged
- (iii) Make available sufficient toll-free phone numbers for lodging complaints / reporting and blocking lost cards and also attend the requests on priority

Mobile numbers / e-mail IDs of the customers are registered to send alerts. In case of complaints pertaining to a failed ATM transaction at other bank ATMs, the customer should lodge a complaint with the card issuing bank even if the transaction was carried out at another bank's ATM.

### **Handling Grievances Related to Bank's UPI Acquirer Solution**

The Bank's Grievance Redressal Mechanism shall include the mechanism to handle the complaints related to the Bank's UPI Application.

### **Handling Insurance Related Grievance**

The Banks grievance redressal mechanism shall be further strengthened to ensure that the grievances raised by the policy holders/customers relating to their insurance policies, are addressed within the timelines as stipulated under the Regulations. The Authority will also be kept informed about the number, nature and other particulars of the complaints received from such clients in format and manner as may be specified by the Authority. Customer shall be allowed to approach any of the offices or call centre of the Bank to register a complaint.

### **Handling Grievance Related to Atal Pension Yojana**

The Banks grievance redressal mechanism shall be further strengthened to ensure that the grievances raised by the subscribers related to Atal Pension Yojana, are addressed within the timelines as stipulated under the Regulations. The Authority will also be kept informed about the number, nature and other particulars of the complaints received from such clients in format and manner as may be specified by

the Authority. Customer shall be allowed to approach any of the offices or call centre of the Bank to register a complaint.

Subscribers can approach Ombudsman appointed by Pension Fund Regulatory and Development Authority(PFRDA) for resolution of complaints or grievances as per PFRDA(Redressal of Subscriber Grievance) Regulations, 2015.

### **Resolution of Grievances – Internal Machinery and Time Frame – Offline**

The compliant resolution framework shall adhere to the TAT as specified internally which may vary from time to time.

#### **At Branch Level:**

Customer care representative & Branch Manager will be responsible for the resolution of the complaints/grievances in respect of customer's service by the Branch

An acknowledgement should be given to the customer immediately on receipt of complaint in writing.

#### **At Regional Level:**

If the Branch Manager feels that it is not possible at his/her end to solve the problem, then it may be referred to Regional Nodal Officer of the Bank at the Regional Office.

#### **At Head Office Level:**

If the Regional Nodal Officer feels that it is not possible at his/her end to solve the problem, then it may be referred to the Principal Nodal Officer.

If the customer does not receive a reply within 30 days or is unsatisfied with the reply, he/she can escalate the matter to RBI/ Banking ombudsman or any other related appellate authority.

### **7.2 Registration & Tracking of Complaints**

- The customer will be able to register the complaint through multiple channels which may include:
  - a. Complaint form/ suggestion box
  - b. Complaints register or oral complaints at the branches/ URCs and Regional Offices
  - c. Complaint calls to CCR of Branches and URCs/ Branch Manager/ Customer Care Number/ Regional Nodal Officer
  - d. Grievances received through post, emails or through internet or mobile banking and form provided in Bank's website
  - e. A Complaint Form, along with the name of the regional nodal officer for complaint redressal, will be provided in the homepage itself to facilitate complaint submission by customers
  - f. Complaints received through BO, BCSBI, Centralized Public Grievance Redress & Monitoring System (CPGRAMS) of the Government of India

### **7.3 Resolution of Complaints / Grievances**

1. The CCR of the Branch & URC is primarily responsible for resolving the customer complaints and Branch Manager will monitor the resolution of complaints pertaining to his/her Branch, complaints received through alternate channels and complaints pertaining to BCs/ agents within his/her branch's area of operation and ensure that these complaints are not escalated.
2. The governance structure for addressing complaints against BCs has been outlined in the policy on Business Correspondents of the Bank
3. The Bank will put in place appropriate procedures along with timelines to redress the complaints received for transactions undertaken through various channels such as branches, internet banking, mobile banking and BCs.
4. The customer grievance escalation mechanism will be displayed in the branches and on the website.
5. The timeframe for resolution of complaint will be communicated to the customer and in case, additional time will be required for redressing the grievance, an interim response will be sent to the customer.
6. A dedicated Service Quality Department at the Head Office and Regional Offices will review the quality of the classification and assignment of complaints and check whether the resolution is complete and appropriate.

#### **7.4 Escalation of Complaints**

The Bank shall adopt a four-tier approach for handling escalation of complaints/ grievances by the customer. Escalations of customer complaints/ grievances will be handled in a structured manner as mentioned below:

<b>Level of Escalation</b>	<b>Official to be approached</b>	<b>Channel to be followed</b>
First Level	Customer Care Representative/ Branch Manager or Branch Operations Officer	In-person/ Call/ In writing
Second Level	Regional Nodal Officer (Regional Manager – Service Quality)	In writing i.e email/ physical letter/ Call
Third Level	Principal Nodal Officer (National Manager- Service Quality)	In writing i.e email/ physical letter/ Call
Fourth Level	Managing Director	In writing
Fifth Level	BO/ CPGRAMS/INGRAMS	Call/ In writing/ Internet (through portal)

1. The Bank shall inform the customer that if his complaint is not resolved to his satisfaction at branch level, he may approach the Regional Nodal Officer, whose details are displayed in branches and on the website. If the complaint is still not satisfactorily resolved, the Bank shall inform the customer to approach the Principal Nodal Officer in the Head Office for resolution of the complaint. The Bank will ensure that appropriate efforts are made to resolve the

escalated complaint within the Bank itself. In case of inability to resolve the complaint within the Bank, appropriate reasons will be documented for non-resolution of such complaints.

2. Internal Ombudsman Scheme:

RBI has directed all Banks including SFBs to appoint Internal Ombudsman as an independent authority to review complaints that were partly or wholly rejected by the bank. The main aim of IO Scheme is to strengthen the internal grievance redressal system of bank, to ensure that the complaints of the customers are redressed at the level of the bank and to minimize the need for the customers to approach external forums for redressal.

The Bank shall appoint the Internal Ombudsman as per eligibility criteria provided in RBI's Internal Ombudsman Scheme, 2018. The Bank should also formulate a SOP for providing operating guidelines to Internal Departments for an effective implementation of the Scheme

3. The Bank will inform the customer to approach BO if he doesn't receive a response from the Bank for his complaint within the period of 1 month from the date of his complaint. The customer can also approach BO if the Bank rejects the complaint, or if he is not satisfied with the resolution provided by the Bank for his complaint. The bank will inform customers that the first point for redressal of complaints is the Bank itself and that complainants may approach the Banking Ombudsman only if the complaint is not resolved at the bank level within a month. In case of inability to handle the complaint within the Bank, appropriate measures will be taken to educate and guide the customer to approach the external avenues as under:

- a. BO Scheme of RBI at Regional level follows a fast track approach toward resolution of customer complaints with respect to services rendered by banks. The details of the Scheme along with contact details to approach these offices will be available in the branches/ URCs and also displayed on the website of the Bank.
- b. The customer may also approach Government of India through online CPGRAMS available on [www.pgportal.gov.in](http://www.pgportal.gov.in).
- c. The customer may alternatively approach Department of Consumer Affairs (DoCA) platform through INGRAM available at <http://consumerhelpline.gov.in/>.

The Bank shall put in place operational guidelines to handle escalation of customer complaints through external entities such as BO/ BCSBI/ CPGRAMS/INGRAM .

## 8. Customer Compensation

The Bank will compensate the customer for financial losses, if any, only after proper verification in the following cases:

- Erroneous/ unauthorized debit to customer account also covering transaction failures through Mobile, Internet and Digital Channels but debited to customer account
- Failure to execute direct debit/ ECS debit instructions
- Payment made under cheque after acknowledging stop payment instructions
- Delayed collection of local/ outstation cheque
- Lost cheques/ instruments while in transit, during clearing or at the Branch
- Violation of code by the Banks' staff or agent
- Delay in credit for failed ATM transactions

- Mis-selling of third party products
- Delay in credit to customer's account
- Direct losses on account of internet banking security breaches
- Incorrect authorisation or decline of transactions through Digital channels that result in inconvenience to customers

The procedure for the pay-out of compensation amount shall be in line with the Bank's Customer Compensation Policy.

### 9. Disclosure of Customer Complaints

As per RBI Circular on **Strengthening of Grievance Redress Mechanism in Banks dated January 27, 2021, the Bank shall** disclose in annual report, summary information regarding the complaints handled by them; and certain disclosures were also being made in the Annual Report of the Ombudsman Schemes published by the Reserve Bank in the below format:

Summary information on complaints received by the bank from customers and from the OBOs			
Sr. No	Particular	Previous Year	Current Year
	Customer 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 OBOs		
5	Number of maintainable complaints received by the bank from OBOs		
5.1	Of 5, number of complaints resolved in favour of the bank by BOs		
5.2	Of 5, number of complaints resolved through conciliation/mediation/advisories issued by BOs		
5.3	Of 5, number of complaints resolved after passing of Awards by BOs 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 BO 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
<b>Current Year</b>					
Ground-1					
Ground-2					
Ground-3					
Ground-4					
Ground-5					
Others					
Total					
<b>Previous Year</b>					
Ground-1					
Ground-2					
Ground-3					
Ground-4					
Ground-5					
Others					
Total					

The master list for identifying the grounds of complaints provided under RBI circular is as below:

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.
16. Others

#### **10. Banking Ombudsman Scheme 2006 as amended upto July 1, 2017**

The bank has adopted RBI's banking ombudsman scheme as amended upto July 1, 2017 as a part of Grievance Redressal policy. The scheme is attached as an Annexure II of the policy.

#### **11. Ombudsman Scheme for Digital Transactions, 2019**

The bank has adopted RBI's Ombudsman Scheme for Digital Transactions, 2019 as a part of Grievance Redressal policy. The scheme is attached as an Annexure III of the policy.

#### **11. Policy Review & Updates**

This Board approved policy will be reviewed as and when required or at least on an annual basis for incorporating changes and regulatory updates, if any, in overall grievance redressal mechanism, to improve customer experience and satisfaction.

Last date of review: April 29, 2021

#### **12. Regulatory References**

- RBI Master Circular on Customer Service in Banks dated July 1, 2015
- IBA Model Policy for Grievance Redressal in Banks
- IBA Fair Practice Code
- IBA Fair Practice on Lending
- IBA Model Customer Rights Policy
- BCSBI Code of Commitment to Customers





**REQUEST TO CARDHOLDER**

Please attach copies of your correspondence with the merchant, charge slips whatever applicable and any supplementary documents pertaining to the disputed transactions, as appropriate.

Annexure : (Please tick as appropriate)

Correspondence copy with merchants

Charge Slips       Any other supplementary documents (Please specify)

**DECLARATION & SIGNATURE**

I hereby confirm that the averments made by me within this form are bona - fide and the information provided is true and accurate to the best of my knowledge and belief. In case the claim is determined by the Bank to be false or maliciously made, I shall be fully responsible for the consequences which may include civil/criminal lawsuit being initiated by the Bank.

Place

Date

Tel (+91)

Customer Signature

**FOR BANK USE ONLY**

Date:	Branch Employee Name:
Branch seal:	Employee ID & signature:

**Annexure-II Banking Ombudsman Scheme, 2006**  
(As amended upto July 1, 2017)



Banking Ombudsman  
Scheme, 2006

**Annexure – III Ombudsman Scheme for Digital Transactions, 2019**



ombudsman scheme  
for Digital Transaction

