

Grievance Redressal Policy

1. Introduction

In the present scenario of competitive banking, excellence in customer service is the most important tool for sustained business growth. Customer complaints are part of the business life of any corporate entity. This is more so for banks because banks are service organizations. As a service organization, customer service and customer satisfaction are our prime focus.

We believe that providing prompt and efficient service is essential not only to attract new customers, but also to retain existing ones. Our Bank has come up with a lot of initiatives that are oriented to providing a better customer service and a better complaints redressal mechanism with a view to “**Out serve**” customers.

The bank’s policy, on grievance redressal has been formulated taking into account the following:

- ❖ Customers are 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.
- ❖ All complaints are dealt with efficiently and fairly
- ❖ 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. This system would ensure that the redressal sought is just and fair and is within the given frame-work of rules and regulation. All the employees are aware of the Complaint handling process.

The customer has every right to register his complaint if he is not satisfied with the services provided by the bank. He can give his complaint in writing, or over telephone or SMS or through the internet banking facility. 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.

2. Internal Machinery to handle Customer complaints/ grievances

Customers who wish to provide feedback or send in their complaint can use the following channels available with the Bank:

- Call our Phone Banking Help lines
- Email us at customer.care@in.standardchartered.com or Write to us at Customer Care Unit, 19, Rajaji Salai, Chennai 01.
- Avail 24 hours Service Assurance facility by sending SMS to our dedicated service number.
- “May I Help You” desks are available at all our branches. Customers can also approach our Personal Financial Consultants at the designated desks.

In case the response received through the above channels are not satisfactory, they can write to the Nodal Officer, Ms. Priya Krishnaprakash – Head, Customer Care address mentioned above or email him at head.service@in.standardchartered.com. We assure a response to letters / emails received through this channel within 5 working days.

The information on the help line numbers and the redressal mechanism mentioned above are available in all our branches vide a service poster. Further, this has also been put up in our website and can be accessed through the following link:

http://www.standardchartered.com/in/cb/customer_care.html

The Bank also has dedicated monthly forums to discuss and analyze the causes for the complaint numbers, the complaint resolution process and to discuss the progress and action plans on the same. These detailed discussions of progress and action plans

involve different levels of hierarchy that ensure a wide audience and the percolation of information to all the frontline units.

2.1 Customer Service Committee of the Board

This committee comprises of senior officers of the Bank for examining any issues of the customers. The Committee examines any other issues having a bearing on the quality of customer service rendered. This Committee also reviews the functioning of Standing Committee on Customer Service. The committee is responsible for the following functions.

- ✓ To formulate the deposit policy
- ✓ To formulate product approval process
- ✓ Annual customer satisfaction survey
- ✓ To look at and decide on policy matters pertaining to Customer Service.
- ✓ To issue guidelines instructions to the Standing Committee on matters relating to customers.
- ✓ To seek and obtain feedback from the standing committee on areas pertaining to customer service in terms of trends of complaints, service issues etc.
- ✓ Review and suggest way forward on the reports put up by the standing committee pertaining to complaints cases of delays in dealing with deceased accounts etc
- ✓ To have oversight over the implementation of RBI's circulars on customer service issued
- ✓ To look at all awards given by the Banking Ombudsman to address issues of system deficiencies brought out by the awards . Also look at reasons for awards which have remained unimplemented for more than 3 months if any .

2.2 Standing Committee on Customer Service

The Standing Committee on Customer Service is chaired by Head of Service of the bank. Besides two to three senior executives of our bank, the committee also invites two to three eminent non-executives drawn from the public as members. The committee is responsible for the following functions:

- ❖ Evaluate feed-back on quality of customer service received from various quarters. The committee would also review comments/feed-back/ complaints on implementation of commitments in the Code of Bank's Commitments to Customers.
- ❖ The Committee is 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 regional managers/ functional heads.
- ❖ The committee also considers unresolved complaints/grievances referred to it by functional heads responsible for redressal and offer their advice.
- ❖ The committee submits report on its performance to the customer service committee of the board at quarterly intervals.

2.3 Nodal Officer to handle complaints and grievances

Bank has appointed a Nodal Officer, Ms.Priya Krishnaprakash, and she is responsible for the implementation of customer service and complaint handling for the entire bank.

3. Mandatory display requirements

Our bank has the following in all our branches ;

- ❖ Appropriate arrangement for receiving complaints and suggestions.
- ❖ Display of the name, address and contact number of Nodal Officer(s)
- ❖ Contact details of Banking Ombudsman of the area
- ❖ Code of bank's commitment to customers

4. Resolution of Grievances

The customers can highlight their complaints / issues with our Bank vide the channels mentioned earlier in the policy. The officers' in the concerned unit with which the customer has raised the issue is responsible for the resolution of complaints/grievances.

The Branch Managers can also be contacted by the customers for lodging their complaints. The officers of the complaints redressal unit will ensure closure of all complaints to the customer's satisfaction. They will ensure that the complaint is escalated to the appropriate levels in case it is not possible to resolve at his/her level. Whilst the ultimate endeavor is to ensure we reach a situation where our customers don't have to complain to senior management to get an effective redressal, we have put in a robust mechanism to handle these complaints, review them from a point of view of understanding reasons for the complaint and for the escalation and working on prevention of recurrence thereof.

4.1 Time frame

To register complaints, customers can use any of the channels mentioned above (refer point 2 on Internal Machinery to handle customer complaints).

If the complaint has been received in writing, the bank will endeavor to send an acknowledgement / response within a week. After the matter is examined a final response will be sent to the customer or information that more time is required. This the bank will endeavor to do so within 6 weeks of receipt of complaint.

After the matter is examined a final response will be sent or information to customer that more time is required.

If the customer is not satisfied with the response received, then he /she can write to:

Ms.Priya Krishnaprakash Head – Customer Care, Standard Chartered Bank,
19 Rajaji Salai , Chennai – 600 001

Ph : +91 9789027890 . Email: head.service@in.standradchartered.com

The complaint will be responded within 5 working days.

If the customer is still not satisfied with the response or has not received a response from the bank within a month, then the customer can file the complaint before the Banking Ombudsman.

More details on the banking Ombudsman Scheme available at www.bankingombudsman.rbi.org.in

Complaints that are received at our end will be seen in the right perspective and would be analyzed from all possible angles.

The communication of bank's stand on any issue will be provided to the customers. Complaints that require some time for examination of issues involved will be acknowledged promptly.

5. Interaction with customers

The bank, through various questionnaires / meetings / surveys obtains customer feedback / suggestions for improvement in customer service.

6. Sensitizing operating staff on handling complaints

All the staff of the Bank are educated on our Complaint Redressal Mechanism. We are confident that with an open mind and a smile on the face we should be able to win the customer's confidence.
