

Customer 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. As a service organization, customer service and customer satisfaction are the prime concern of SIDBI. The Bank believes that providing prompt and efficient service is essential not only to attract new customers, but also to retain existing ones. 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 Bank's policy on grievance redressal follows broadly the under noted principles:

- Customers be always treated fairly
- Grievances raised by customers are dealt with courtesy and on time.
- Bank will treat all grievances efficiently and fairly as they can damage the Bank's reputation and business if handled otherwise.
- The Bank employees must work in good faith and without prejudice to the interests of the customer.
- 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.

2. Registration of complaint

Customer can lodge / register his grievance through any of the following channels:

2.1 Complaint in Person:

A customer can lodge a complaint in person at the branch by giving his complaint in the complaint book or giving a written letter to the Branch Manager and obtaining an acknowledgement or drops the same in Complaint Box kept at the Branch Office.

2.2 Complaints through post / mail / email:

Customers can also submit their grievances by post to SIDBI Branch Offices / Regional Offices / Head offices or through email at complaints@sidbi.in / cgo@sidbi.in

2.3 Online Registration of Complaints

The Bank has put in place a web-enabled registration of complaints / grievances, where the customer having grievance can visit the Bank's website (www.sidbi.in) and register

complaint online under Online Complaints / Grievance Form ([Online Complaints / Grievance Redressal](#))

2.4 Grievances lodged through the Public Grievance Portal

The Govt. of India, Department of Administrative Reforms & Public Grievances, Ministry of Personnel, Public Grievance & Pension has introduced a web-based mechanism 'Centralized Public Grievances Redress and Monitoring System (CPGRAMS)', for lodging 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.

3. Mandatory display requirements at the Branch / Regional / Head Office

- Complaint Book/Register would be kept at 'Enquiry counter' and the same will be scrutinized by the concerned Regional Office In-charge during his/her visit to the Branch and his/her observations/comments will be recorded in the relative visit report.
- Complaints/Suggestion Box should be kept at a prominent place.
- The complaint form shall be provided in the home page of SIDBI website to facilitate complaint submission by the customers.
- The Notice Board at the Branch should display, among others, the followings
 - (i) If you have any grievances/complaints, please approach Nodal Officer at Branch. (Name, address, phone no.)
 - (ii) If your complaint is unresolved at the branch level within 8 working days, you may approach concerned Regional Office In-Charge at: (address)
 - (iii) If you are not satisfied with grievance redressal at Regional Office level within next 5 working days, you may approach the Chief Grievance Officer. (Name, address, phone no.)

4. Resolution of grievances / complaints

- Any complaint through mail/ person should be acknowledged promptly and complaints received through letters / forms should be acknowledged within 3 working days but not later than 5 days after receipt of the complaint.
- The Bank should put in place an escalation matrix for attending to customer grievances at Branch Office, Regional Office and Head Office level. (Click here [Customer Services / Complaints - Nodal Officers of SIDBI](#)) The name of the Chief Grievance Officer should be displayed preferably on the first page of the website. At the branch level, the Branch Nodal Officer (BNO) is responsible for the acknowledgment and resolution of customer complaints / grievances. The BNO is responsible for ensuring closure of all complaints received at the branches. It would be the responsibility of the BNO to ensure that the internal machinery for handling complaints/grievances operates smoothly and efficiently. It is his / her foremost duty to see that the complaint is resolved to the customer's satisfaction. If the BNO feels that it is not possible at his/her level to resolve the complaint, he/she may discuss with Branch In-charge and escalate the case to Regional Office level Nodal Officer for guidance. Similarly, if Regional Office finds that it is not able to solve the problem, it may refer such cases to respective Business Head for early resolution.

- If the complainant is not satisfied with the reply / action / resolution at Branch level, he / she may approach Nodal Officer at Regional Office. If the customer is still not satisfied, he can approach directly to Chief Grievance Officer who has been appointed by the Bank for the implementation of customer services and complaints handling for the entire Bank.
- Anonymous complaints will not be entertained

5. Time Frame

All complaints must be immediately registered in Customer Management Module (CMM) of the Bank and an acknowledgement has to be sent to the Complainant by the concerned Nodal Officer at the earliest, but not later than 5 days from the date of receipt of complaint by the Bank. Complaints when received are analyzed from all possible angles. All efforts are made to resolve each complaint received by the Bank generally within stipulated time as per the following escalation matrix:

Level	Office	Official	No. of working days
First	Branch office	Nodal officer at branch level	8
Second	Regional office	Nodal officer at Regional level	5
Third	Head Office	Chief Grievance Officer	6

There may be some complaints which require deeper analyses from all possible angles. In such cases, the Bank will try to resolve the grievance within one month from the receipt of complaint.

6. Internal Machinery to handle Customer complaints / grievances

6.1 Branch Office (BO) / Extension Branch Office (XBO)

- The BO is the first contact of customers in most of the cases. Hence, the BO has added responsibilities of ensuring customer's satisfaction. The Branch In-charge would oversee the customer services in their branch to ensure dispensation of efficient and timely customer services so as to empower the customer. They would periodically review to evaluate the impact of prevailing systems on Customer Services.
- The Nodal Officers / Alternate Nodal Officers for the customer services / grievances / complaints may be nominated at each Branch Office whom the customers could approach for all their queries and complaints. Their telephone number, fax number, complete address and email address etc. may be prominently displayed at the Notice Board of the branches and on SIDBI website for ease of contact by the customers and for enhancing the effectiveness of customer services.

- The Branch Office should send Action Taken Report on complaints received to Regional Office at the end of every month.

➤ **Branch Customer Service Committee**

As per the RBI Master Circular on Customer Service in Banks dated July 01, 2015, Banks were advised to strengthen Customer Service Committees at Branch level with greater involvement of customers to encourage a formal channel of communication between the customers and the Bank. In line with RBI guidelines, Customer Service Committees have been set up at major Branch Offices of SIDBI with two select customers as members in the five-member Committee headed by the respective BO In-Charge.

➤ **Role and Responsibilities of BCSC**

- BCSC shall encourage formal channels of communication between the customers and the Bank at the branch level, with greater involvement of customers.
- BCSC shall meet once in a month to discuss the queries, grievances suggestions and observations of the customers / BO In-charge relating to customer services viz., cases of delay, difficulty faced / reported by customers / members of the Committee.
- The BCSC shall focus on finding out ways and means to render efficient and timely service to the customers. For this purpose, the strengths and deficiencies of the services presently rendered shall be discussed vis-a-vis steps taken / suggested to improve the same and set benchmarks for improvement of customer services in the region and the Bank as a whole.
- The suggestions emerging in the meetings / feedback may be shared with respective ROs for suitable intervention / improvements of products / turnaround time and simplification of procedures etc.
- The feedback / information gathered at BOs has to be discussed at the monthly BCSC meeting and reported to the respective RO by 5th of the following month.

6.2 Regional Customer Services Committee (RCSC)

- The Regional Customer Services Committees (RCSCs) may be set up in each RO.
- Nodal Officer / Alternate Nodal Officer for customer services at RO level may be identified, whom customers could approach for their queries / complaints / grievances. Their names along with addresses and telephone numbers, email id, etc. shall be mentioned at the Notice Board kept at BO and posted on the Bank's website. As and when required, such Nodal Officer may liaise with external authority about customer grievances.

RCSCs shall

- Encourage formal channels of communication between the customers and the Bank at the regional / branch level, with greater involvement of customers.
- Meet once in a month to discuss the queries, suggestions and observations of the RH on customer services during their visits to BOs, cases of delay, difficulty faced / reported by customers / members of the Committee and evolve ways and means of improving customer service. The meetings should focus on finding out ways and means to render efficient and timely service to the customers. For this purpose, the strengths and deficiencies of the services presently rendered should be discussed and steps taken / suggested to improve the same and set benchmarks for improvement of prevailing standards of customer services in the region and the Bank as a whole.

6.3 Head Office (Customer Services Cell (CSC) at HO level)

The Bank has created Customer Services Cell (CSC) at HO level under the **Direct Credit Vertical**. CSC would be the Nodal Point for dispensation of efficient and timely customer services / complaints / grievances to empower the customers. It would periodically review to evaluate the impact of prevailing systems on Customer Services and compliance as per RBI Master Circular on Customer Services. The complaints and grievances of general nature would be monitored by CSC. However, complaints and grievances involving HR and Vigilance issues would continue to be monitored by HR Vertical and Vigilance Department, respectively

6.4 Standing Committee on Customer Services (SCCS)

Standing Committee on Customer Service (SCCS) serves as micro level executive committee driving the implementation process of customer services and providing necessary feedback to Customer Service Committee of the Board (CSCB). The constitution and functions of the Standing Committee may be on the lines indicated below:

- (i) The Standing Committee may be chaired by the CMD / DMD of the Bank and include non-officials as its members to enable an independent feedback on the quality of customer services rendered by the bank.
- (ii) The Standing Committee may be entrusted not only with the task of ensuring timely and effective compliance of the RBI instructions on customer services, but also that of receiving the necessary feedback to determine that the action taken by various Verticals / Departments of the Bank is in tune with the spirit and intent of such instructions.
- (iii) The Standing Committee may review the practice and procedures prevalent in the Bank and take necessary corrective action, on an ongoing basis as the intent is translated into action only through procedures and practices.

- (iv) A brief report on the performance of the Standing Committee during its tenure indicating, inter alia, the areas reviewed, procedures / practices identified and simplified / introduced may be submitted periodically to the CSCB.

6.5 Customer Services Committee of the Board

- The CSCB would give direction in formulation of policies and assess the compliance thereof with a view to strengthening the corporate governance structure and to bring about ongoing improvements in the quality of customer services provided by the Bank.
- Besides, the Committee may also examine other issues having a bearing on the quality of customer service rendered.

The CSCB would also review the functioning of SCCS.

7. Interaction with customers

The Bank recognizes that customer's expectation / requirement / grievances can be better appreciated through personal interaction with customers and wide publicity of grievance redressal machinery through advertisement and also by placing them on website. The Bank should hold meetings at Branch Office and Regional Office level, besides meetings with Industry Associations, stakeholders to publicise the Grievance Redressal Mechanism and have feedback / suggestions for improvement in customer services. Use of various technology channels for customer education and gathering suggestions is also made for improving customer services.

8. Sensitizing operating staff for improvement in service & handling complaints

The Bank deals with customers from different segments, which may give rise to difference of opinion and areas of friction. The Bank understands the importance of sensitizing staff to handle customer complaints / grievances with courtesy, empathy and promptness. The Bank shall also conduct training programmes regularly for staff on customer services and minimizing grievances. Imparting soft skills required for handling irate customers, should be an integral part of the training programmes.

9. Amendment / modification of the Policy:

Direct Credit Vertical would periodically update the policy between reviews to conform to guidelines /circulars of RBI/GOI

10. Custodian of the policy:

Direct Credit Vertical or such vertical as identified shall be the Custodian of the Policy.