

Emirates NBD

India

Grievance Redressal Policy

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## **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 should be the prime concern of any bank. 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 review mechanism should help in identifying shortcomings in product features and service delivery. Customer dissatisfaction would spoil bank's name and image. The bank's policy on grievance redressal follows the under noted principles.

- a) Bank will handle all complaints efficiently, fairly and in a time bound manner
- b) 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.

In order to make bank's redressal mechanism more meaningful and effective, a structured system needs to be built up towards such end. Such system would ensure that the redressal sought is just and fair and is permissible within the given frame-work of rules and regulation. The concerned employees should be made aware about the Complaint handling process.

## **2. 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. If customer's complaint is not resolved within 30 days from the date of lodging the complaint 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.

## **3. INTERNAL MACHINERY TO MONITOR AND REVIEW CUSTOMER SERVICE/GRIEVANCE**

Being a small bank with one branch set-up, all other customer service committee required by RBI along with customer related issues and feedback would be presented in Customer Service Committee.

### **Customer Service Committee**

This committee 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. The Committee would also examine any other issues having a

bearing on the quality of customer service rendered. The Committee may meet at least once a month to study complaints/ suggestions, cases of delay, difficulties faced / reported by customers / members of the Committee and evolve ways and means of improving customer service.

The committee would have the following functions:

- (a) The Customer Service Committee may be chaired by the Chief Operating Officer (COO) and include necessary stakeholders as per the terms of reference of the Bank, so as to ensure effective customer feedback on quality of service rendered by the bank.
- (b) Evaluate feed-back on quality of customer service received from various quarters.
- (c) 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 other departments.
- (d) The committee also would consider unresolved complaints/grievances referred to it by functional heads responsible for redressal and offer their advice.
- (e) The committee would submit report on its performance to EXCO at quarterly intervals.
- (f) Collect customer feedback on services provided by the Bank

The Customer Service Committees may circulate minutes of the meeting to all the members of the committee thus enabling the Customer Service Committee to examine them and take action if required.

#### **Nodal Officer and other designated officials to handle complaints and grievances**

The COO is the Nodal Officer of the Bank, who will be responsible for the implementation of customer service and complaint handling for the entire bank. The name and contact details of nodal officer (s) are displayed on the website and on the branch notice boards.

The Nodal officer before communicating his decision/ or partial relief, will be referred to the management of the bank for his final views. If the customer is still not satisfied has had option to go to Banking Ombudsman with his complaint or other avenues available for grievance redressal

#### **4. DISPLAY REQUIREMENTS**

The bank will provide:

- (a) Appropriate arrangement for receiving complaints and suggestions.
- (b) The name, address and contact number of Nodal Officer(s).
- (c) Contact details of Banking Ombudsman of the area.

The same is published on the Bank website also.

#### **5. RESOLUTION OF GRIEVANCES**

Chief Operating Officer (COO) is responsible for the resolution of complaints/grievances in respect of customer's service of the Bank. He would be responsible for ensuring closure of all complaints received at the branches. It is 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.

## **6. TIME FRAME**

Complaint received would be analysed from all possible angles. The Bank would dispose within 10 working days of all the complaints from the date of customer lodging the complaint.

Complaints received which would require some time for examination of issues involved should invariably be acknowledged promptly.

## **7. 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 quarter 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 banking services better. As for the bank the feedback from customers would be valuable input for revising its product and services to meet customer requirements.

## **8. SENSITIZING OPERATING STAFF ON HANDLING COMPLAINTS**

Staff would be properly trained for handling complaints. The COO would ensure that internal machinery for handling complaints/grievances operates smoothly and efficiently at all levels.

## 9. POLICY MANDATORY INFORMATION

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