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[CUSTOMER GRIEVANCES REDRESSAL POLICY]

Version 5.0



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Customer Grievances Redressal Policy 2015

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. As a service organization, customer satisfaction is the prime concern for any bank. Our bank believes that providing prompt and efficient service is essential not only to attract new customers, but also to prevail over the existing customers. This policy document aims at minimizing instances of customer complaints and grievances through proper service delivery and review mechanism and ensuring prompt Redressal of complaints and grievances. The review mechanism will help in identifying the shortcomings in product features and service delivery. Customer dissatisfaction would tarnish the bank's name and image. Our bank's policy on grievance Redressal follows the undernoted principles: -

- Customers will be treated courteously at all times.
- Complaints raised by customers are dealt with fairly and in time.
- A Complaint / Suggestion box is provided at all branches and offices.
- Further, a notice requesting the customers to meet the branch manager, if the grievances remain un-redressed is displayed on the Box.
- Customers are fully informed of the avenues available to escalate their complaints / grievances within the bank and their rights for alternative remedy, if they are not fully satisfied with the response.
- We will handle all complaints efficiently and fairly as they can damage the bank's reputation and business, if handled otherwise.
- Our employees will work in good faith and without prejudice to the interests of the customers.

This policy document is made available at all branches. All employees of the Bank are made aware about the complaint handling process.

Customer complaints arise due to:

- The attitudinal aspects in dealing with customers.
- Technological issues relating to failure of transactions.
- Skimming and phishing of accounts / passwords / emails, etc.
- Inadequacy of the functions / arrangements available to the customers or gaps in the standards of services expected and the actual services rendered.



The customer is having every right to register complaint if the services are not satisfactory. Complaints can be made orally / over phone / e-mail / or through the Internet. If the customer's complaint is not resolved within the given timeframe or if he is not satisfied with the solution, he can approach the Banking Ombudsman or other legal avenues for grievance Redressal.

2. Internal Machinery to handle Customer complaints / grievances:

a) Customer Service Committee of the Board:

This Committee is responsible for formulation of a Comprehensive Deposit Policy, incorporating issues, such as treatment of death of a depositor, product approval process and annual survey of depositor satisfaction. This Committee will examine any other issues having a bearing on the quality of customer service rendered. This Committee will also review the functioning of the Standing Committee on Customer Service.

b) Standing Committee on Customer Service:

The Standing Committee on Customer Service will be chaired by the Managing Director & Chief Executive Officer and all the General Managers, Deputy General Manager [BD], Deputy General Manager (Legal), Chief Compliance Officer and the Chief Manager, Customer Service Cell will be the (Official) members. The Committee will also have non-official members as decided by the M.D & CEO from time to time. This Committee will have the following functions: -

- Evaluate the feed-back on the quality of customer service received from various quarters. The Committee will review comments / feed-back on Customer Service and implementation of commitments in the Code of Bank's Commitments to Customers as envisaged by the BCSBI.
- The Committee is responsible for ensuring that all regulatory guidelines regarding customer service are adhered to. To achieve this, the committee will review the feedback of customers expressed in the Branch Level Customer Service Committee meetings.
- The committee will consider unresolved complaints / grievances referred to it by the Regional Managers responsible for Redressal and offer advice.
- The Committee will review the initiatives and measures taken by the bank for improving Customer Service.



- As envisaged by the BCSBI, the measures taken by the Bank to enhance awareness to the Codes in the minds of Customers and Staff members will be reviewed by the Standing Committee.
- The Minutes of the Committee Meeting will be placed to the Customer Service Committee of the Board at quarterly intervals.

c) Nodal Officer and other designated officials to handle complaints and grievances:

- All the Regional Managers will be acting as Nodal Officers of their respective Region and they are responsible for handling complaints / grievances in respect of branches under their control.
- All the Regional Managers are designated as Nodal Officers for the Banking Ombudsmen of their Region.
- The General Manager, Business Development, in-charge of the Customer Service Cell will be responsible for implementation of Customer Service and Complaint handling for the Bank.
- The General Manager, (Business Development Department) has been designated as the Chief Code Compliance Officer for The Banking Codes and Standards Board of India.
- The Deputy General Manager, (Business Development Department) has been designated as the Nodal Officer for reporting on matters relating to Customer Service to the Reserve Bank of India, Consumer Education and Protection Department.

d) Mandatory display requirements:

- The name, address and contact number of the Nodal Officer are displayed in the Notice Boards at all branches.
- The contact details of the Banking Ombudsman of the area are also displayed.
- The Code of Bank's commitments to customers is displayed in all the branches. It is also available in our Bank's web site.



- Under the NEFT Procedural Guidelines, our Bank has established a dedicated Customer Facilitation Centers (CFCs) to handle customer queries / complaints regarding NEFT transactions. The contact details of CFCs are available on the website of our bank (www.tmb.in) as well as the website of RBI for easy availability to the customers.

e) Resolution of Complaint / Grievances:

The Branch Manager is responsible for resolution of complaints / grievances in respect of customer service. It is his foremost duty to see that the complaint is resolved to the customer's satisfaction and if the customer is not satisfied, then he can escalate to the alternate avenues. If it is not possible for resolving at the Branch level, it may be referred to the Regional Office for guidance. Matters involving legal issues will also be referred to the Regional Offices and also to the Legal Division at Head Office for their guidance, if required.

f) Grievances Redressal Mechanism:

- In case of grievances, Customers may lodge complaint in the forms available at all branches. The complaint form also indicates that the first point for Redressal is the bank itself and that the complainants may approach the Banking Ombudsman only if the complaint is not resolved within one month. The third copy of the complaint will be returned to customer as acknowledgement. Another copy is to be forwarded to the concerned Regional Office along with the remarks of the Branch Manager. Branches will make efforts resolve the complaints expeditiously within a maximum period of three weeks. The Complaint Form is also available in the Bank's website.
- Customers may also lodge complaints through alternate channels viz. Toll Free helpline numbers 18004250426 / 09842461461 or e-mail to complaints@tmbank.in or customerservice@tmbank.in. Complaints are forwarded to the concerned branches / departments for Redressal by our Customer Service Cell, Head Office.
- In case of difficulty or unsatisfactory reply, customers can approach the Regional Manager, under whose administrative control the Branch functions. The contact details of the Regional Manager is displayed in the Notice Board at the Branches.
- Branches should maintain a Complaints Register in the prescribed format for recording the complaints / grievances. All complaints received at the branch level, through RO / HO or other modes should be invariably recorded in the Register. The complaints



register should be scrutinized by the Regional Manager during branch visits and his observations / comments should be recorded in the visit reports.

- A statement of complaints will be submitted to the Customer Service Committee of Board along with detailed analysis of the individual complaints received. The complaints will be analyzed (i) to identify customer service areas in which the complaints are frequently received; (ii) to identify frequent sources of complaint; (iii) to identify systemic deficiencies; and (iv) for initiating appropriate action to make the grievance Redressal mechanism more effective.
- The details of complaints will be disclosed alongwith the financial results of the Bank in the following format:

A. Customer Complaints

- (a) No. of complaints pending at the beginning of the year
- (b) No. of complaints received during the year
- (c) No. of complaints redressed during the year
- (d) No. of complaints pending at the end of the year

B. Awards passed by the Banking Ombudsman

- (a) No. of unimplemented Awards at the beginning of the year
- (b) No. of Awards passed by the Banking Ombudsmen during the year
- (c) No. of Awards implemented during the year
- (d) No. of unimplemented Awards at the end of the year

Further, the above details about complaints will be published in the Bank's web-site for the information of general public at the end of each financial year.

3. Escalation matrix for customer complaints:

Within the overall maximum period of 30 days within which a complaint needs to be redressed, there will be a prescribed escalation matrix for Redressal of complaints at different levels in the organization. The matrix prescribes the time period for unresolved complaints / grievances to be escalated to the next higher authorities as under:



Sl. No	Lodging / Escalation / Auto Escalation of complaints	Day of lodging / Escalation	Days available for Redressal (within the maximum three weeks)
1	Branch	Day 1	10 days
2	Regional office	Day 11	5 days
3	Head office	Day 16	15 days

The complaint lodged by a customer is first assigned to the Branch for Redressal. If the complaint is not redressed within 10 days or if the customer is not satisfied with the reply, he may escalate the complaint to the Regional Office on the 11th day. If the complaint is not redressed within the next 5 days (15 days from day 1), the customer may further escalate the complaint to Head office. In case if the customer is not satisfied with the reply or his grievance was not redressed within one month, he can approach the Banking Ombudsman. Branches should obtain complaint withdrawal / satisfaction letter where the complaints are withdrawn by the complainant or Redressed to his / her satisfaction.

4. Centralized Registry for recording complaints:

The bank has developed an in-house module for recording the complaints received through various channels and it is installed in the bank's intranet. It could be used by all branches and regional offices. Branches can view the complaints pending and submit reply in the program itself, which will be reviewed and approved by their Regional Offices.

5. Interaction with customers:

To have a better Banker – Customer relationship, Branch Level Customer Service Committee is formed, which meets every month. The feedback given by customers in the meeting are conveyed to the Customer Service Cell, Head Office. Viable and bankable suggestions / feedback are taken up with the concerned Departments for implementation. The suggestions given by the customers are much useful in improving the existing products and services and also while devising new products.

6. Sensitizing operating staff on handling complaints:

Training on matters relating to customer service, adherence to BCSBI Codes and RBI's clean note policy is imparted to staff members at all cadres periodically at our Staff Training College. Our Bank is also engaging the services of guest faculty from RBI for handling sessions on Clean Note Policy and the facility for exchange of soiled notes to the public. Bank is undertaking many more new initiatives for enhancing customer service by installing more



number of ATMs, Self Service Kiosks, Coin Vending Machines, Cash Accepting Machines, Pass Book Printing Kiosks, etc. The Bank has also opened “E-Lobby” at select centers, where a compendium of such automated equipments was installed, without the requirement of any field staff. With the advent of modern tech savvy products and equipments, Tamilnad Mercantile Bank Ltd. is confident of winning customer confidence and satisfaction. It is the motto of each and every member of staff to make the Bank a complaint free.

The Bank reserves its right to amend / modify this policy as and when it is deemed fit and proper at its sole discretion. Bank will also endeavor to review the policy once in every five years.

