



**THE PAYYANUR CO-OPERATIVE TOWN BANK  
LTD. NO.C.827**

**Policy On  
Customer Grievances Redresal**

**\*Approved in the Board meeting held on 16/03/2024- DBR No.1403)\***



For The Payyanur Co-op. Town Bank  
Ltd.No.C.827/UBD/KR 889 P (RBI)

Chief Executive Officer



# Customer Grievances Redresal Policy

## Synopsis:

Customer is King to any organization as customer satisfaction will only help to develop business horizons. As Customers are human beings, difference of opinion and friction may arise out of interactions and our customers are no exception for the principle. They may express their dissatisfaction as complaints. A Complaint is an opportunity for the Bank not only to do the service better and win customer confidence and trust back; but also to improve the product, process and tech at the bank for better service to customers. Grievances therefore are a great source of the remarks/dissatisfaction of customers, help us to improve our service so that they will get more satisfaction or lead to ecstasy. The policy aims the following:

- Minimizing instances of customer complaints and grievances.
- Ensuring proper service delivery, review and prompt and effective redressal mechanism.
- The review mechanism will help in identifying shortcomings in product features and service delivery.
- In order to make Bank's redressal mechanism more meaningful and effective, a structured system to function at Branch level as well as at HO level , which will ensure that redressal sought is just and fair& is within the given frame work of rules and regulations.





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## **1. INTRODUCTION:**

In the present scenario of competitive banking, excellence in customer service is the main /important tool for sustained business growth.

Customer complaints are part of the business particularly in banking where the Bank depends on customers for business development. Bank has to deal with situations in which things may go wrong from a customer's point of view. As a service organization, imparting good customer service and enhancing level of customer satisfaction should be the prime concern any bank. Providing prompt and efficient service is essential not only to attract new customers, but to retain existing ones, which is more important. Customer dissatisfaction would spoil bank's name and image and lead to reputation risk.

The Bank's Customer Grievances Redressal Policy follows the under noted principles:

- Customers to be treated fairly at all times
- Complaints raised /submitted by Customers are to be dealt with courtesy and well within the time
- Customers are fully made aware of the avenues to escalate their 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.
- Bank will treat complaints efficiently and fairly as they can damage reputation and business development if handled otherwise.
- Bank staff would work in good faith and without prejudice to the interests of the customers
- The staff of the Bank would be made aware about the various nature of complaints generally raised by customers and the handling process to ensure better customer service and general awareness in the Bank

A complaint is an expression of dissatisfaction or grievance or resentment made to an organization, related to its product or service or the compliant handling process itself.





The reasons for customer complaint can be divided as follows:

- The attitudinal /Behavioural aspects in dealing with customers Operational aspects like inadequacy of functions/arrangements/ gaps in standard of services expected against the provided one.
- Tech related

The customer is having full right to register his complaint /grievance if he or she is not satisfied with the services provided by Bank. He/ She can give complaint in writing, orally, over telephone or by email. If not satisfied with the reply /not resolved within the time line he / she can approach Banking Ombudsman with the complaint and the reply received or to the legal avenues available for grievance redressal.

## **2. RESOLUTION:**

### **Internal Machinery to monitor & review Customer service/grievances**

If the customer wants to make a complaint, we will inform:

- Where to make complaint
- How a complaint should be made
- When to expect reply
- Whom to approach for redressal
- What to do if customers are not happy about the outcome
- If the customer complaint is received in writing, Bank will send acknowledgement / response within a week. If the complaint is over phone, to be noted and inform them the progress within a reasonable time.
- After examining the matter, Bank will send a final decision within 30 days of receipt of Complaint.





### **3. COMPLIANT REDRESSAL MECHANISM & GRIEVANCE ESCALATION SYSTEM:**

#### **3.1. Branch Level:**

Branch Managers will be responsible for the resolution of complaints /grievances in respect of customer's service by branch. He/she would be responsible for ensuring closure of all complaints received at branches. It is the duty of the BM/staff that the complaints are closed to be full satisfaction of the customer within our rules & regulations or systems & procedures. If the customer is not satisfied at branch level, it is the responsibility of the BM to assist the customer with alternative avenues to escalate the issue within the reasonable time lines.

If the BM feels that it is not possible at his/her level to solve the problem he/she may refer the case to the next level as per the escalation matrix/Chief Nodal Officer at the HO level. Following are taken by our Bank to facilitate the customers to make their complaints easily and quickly:

- Suggestion Box and Complaint book are provided in all branches, written complaints are acknowledged
- Customers can lodge their complaints directly to Branch Manager/Br in Charge to resolve within 7 days of receipt.
- BM/Br in Charge will analyze the complaint and if needed will meet the complainant personally to resolve the same with a discussion.
- A Complaint redressal letter will be sent to complainant, if the complaint is resolved at Branch level. The BM will sent a copy of the same to HO also.
- If the Branch is able to resolve the complaint within 7 days, the the compliant will be forwarded to our Bank's HO/ Nodal Officer along with a remark of the BM within the time frame (within 10 days depends on the nature of grievance)
- All Branches should maintain a separate complaint register for entering all types of complaint (oral, tele, e mail, written etc.)
- The Complaint register is scrutinized by the vesting officials of HO during the periodical visits.
- Counter Staff are provided necessary training about the nature of complaints, how to tackle customers by giving best service to avoid grievances and training on behavioral attitude with customers also given.





- BM /B in Charge will interfere if the Staff need any help to solve the issues then and there.
- Customer meeting/s is also suggested in branches to interact with them to understand complaints if any and resolve through their suggestions.

### 3.2. Head Office Level:

- Head Office will be provided with /in charge officer /nodal officer hold the exclusive Customer Service Section. HO General Manager is in charge.
- GM at HO will receive complaints directly or sent by BM (couldn't resolve by them within 7 days)
- GM/Customer Section at Ho will analyze the various complaints received directly or from BMs with their explanation and send reply to the concerned complainants.
- Whenever it is not possible to reply within a short time, interim reply is given and follow up steps are taken for necessary investigations/enquiry in the matter to resolve the same with good judgment within a reasonable time.
- GM from HO will call or meet the complainant along with BM to resolve the issue.
- Whenever staff lapses are noticed, accountability is fixed and advised suitably or warnings/memo letters are served.
- If the complaint received is pending even after the allotted time the same is submitted to General Manager and if pending put up before the Board for a solution.
- General Manager also take steps to call or meet the Complainant to resolve the grievance /complaint.
- At HO level nodal officer will check the RBI Ombudsman site for pending complaints not received through branches or directly.
- The reply to Ombudsman is given through the site will all proof if required for the solution and circulars /master direction etc., to be quoted wherever needed and the justification for reasons are submitted.
- Bank is more vigilant in complaint/grievance matters to keep up the grievance redressal mechanism more effective easy for customers.





#### **4. BANKING OMBUDSMAN SCHEME:**

Bank has displayed on our website and in all our branches a notice explaining that we are covered by the Integrated Ombudsman Scheme of RBI. A copy of the same is made available in all branches.

Reply to the complaint /grievance will be issued to customers within 30 days of lodging complaint with us. If the customer does not get a satisfactory response from us and if the customer wishes to pursue other avenues for redressal of grievances, customer may approach Banking ombudsman appointed by RBI under the BOS. The salient features of the BOS/Integrated BOS are made available in the branch. If the customer faces any difficulty our staff will explain the procedure to them in this regard.

#### **5. MANDATORY DISPLAY REQUIREMENTS:**

Our Bank has made it mandatory to display the following at Branches and at our website for the benefit of customers

- Details on appropriate arrangements made for receiving compliant and suggestions.
- The name address and contact nos and email id etc., of the Nodal Officer and other details of HO who can be contacted for redressal of the complaint is displayed for proper and timely contact by the customers and enhancing effective and efficient redressal machinery. The escalation matrix is put clearly in the branch.
- Details of Code of Bank's commitments to customer/fair practice code (BCSBI).





## 6. TIME FRAME:

Our Bank has adopted the following escalation Time Matrix for the resolution of the complaints /grievances:

DETAILS/NATURE OF COMPLAINTS	TIME BY MISNISTRY OF FINANCE	TIME ADOPTED BY OUR BANK
General Complaints	30 days	21 days
Complaints forwarded by RBI/MoF/etc	21 days	15 days
Complaints from CM/PM Office if any	15 days	10 days

## 7. INTERACTION WITH CUSTOMERS:

Customer's expectation /requirement / grievances can be better understood through personal interaction than any correspondence. Staff/BMs /Nodal Officer have to interact with customers who lodged complaint or grievances and give a message that Bank cares them and values their suggestions/feedback/through their grievance for improvement in customer service. Many complaints are mainly because of not clearly understood the system procedures or rules and regulations of the latest version, these types can be solved easily by discussions and showing the circulars etc with customers.

The feedback from customers would be a valuable input for revising our product and services to meet customer satisfaction.

## 8. OPERATING STAFF ON HANDLING COMPLAINTS:

Our Bank staff are properly trained for handling complaints/grievances. During all the training sessions at our HO the importance of handling complaints is explained to all the staff participants including officers and are equipped with customer complaints.

The HO level monitoring and supervision operated smoothly and effectively and the feed backs through complaints /grievances are analysed for further improvement in customer satisfaction and to have a bare minimum complaint/grievances.

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