



THE TELLICHERRY CO-OPERATIVE URBAN BANK

GRIEVANCE REDRESSAL POLICY

BOARD APPROVAL DATE	17.02.25

1. Preamble:

1.1. As a service organisation customer service and customer satisfaction is the prime concern of the Bank. Bank believes that excellence in customer service is the most important tool for sustainable business growth. Over the years, Bank has taken various initiatives aimed at improving customer satisfaction.

Grievance expressed by customer serves as feedback mechanism for bringing out improvement in quality of service delivered to customers. However, Customer grievances are part of the business life of any entity and is inevitable, no matter how streamlined the business processes are. It is therefore desirable that the Customer grievances are acknowledged and dealt with effectively to ensure that complaints are resolved quickly and accurately.

1.2 Grievance Redressal Policy of the Bank is formalized in line with Regulatory guidelines on Customer Service to have guidelines in place for having standard operating procedure. This Policy aims to minimize instances of customer complaints and grievances and to ensure prompt and satisfactory resolution through proper service and review mechanism. Timely redressal not only satisfies the customer but is also an opportunity to cross sell our products to the customers/non-customers.

2. Scope:

2.1. This Grievance Redressal Policy shall cover the Grievance Redressal function of all the Branches & Head Office.

3. Aim/ Objective:

3.1. To adopt a system which is combination of technology, processes and people, to develop and maintain profitable relationship with prospective and present customers, to practice and generate better understanding of the customer.

3.2. The Bank's Grievance Redressal Policy follows the following practices:

a) Services.

b) To understand the level of satisfaction with the various channels with which the customer interacts in his day to day transactions with the Bank & to further strengthen the same.

c) To identify gaps in servicing and areas requiring improvement.

d) To evaluate, whether internally defined service norms are being met.

e) To understand inherent systemic problems so that corrective and timely measures can be taken before they become acute.

f) To ensure Process Improvement, fair treatment, courtesy in services, working in good faith without prejudice.

g) Customers are fully informed of avenues to escalate their grievances/Complaints within the Bank and their rights to alternate remedy, if they are not satisfied with the response of the Bank.

4. Reasons for customer complaints:

The Major reasons for the complaints are:

a) Gaps in standard of service expectation and actual service delivery or inadequacy of functions/products/arrangements made available to the customers.

b) Malfunction of technological products.

c) Attitudinal aspects while dealing with customers.

5. Grievance Redressal Mechanism in the Bank:

a) Accessibility: The customer can register grievance through an online/offline mode, like, by visiting a Branch, through Mobile banking application, Website, E - mail, etc.

b) Acknowledgment and Resolution of Grievances: The Bank shall acknowledge the receipt of complaints received through various channels and provide the resolution within the defined timelines.

c) Transparency: Bank shall respond the complaints in a professional and transparent manner.

d) Prompt & Responsive Complaint Resolution: Bank shall provide Prompt response to all complaints and ensure its timely resolution. Further Bank maintains the confidentiality of Complainant details. Bank ensures the adherence of all relevant Regulatory & Statutory requirements as mandated by RBI from time to time.

e) Escalation: The Bank shall provide the information, on the process of escalation of complaints to the next/higher level, if the customer is not satisfied with the resolution provided by the Branch.

Escalation matrix: Branch → Head Office → AGM→ GM→ CEO→ BOD

f) Customer Education: The Bank, through various channels/forums shall put continuous efforts to educate the customers awareness on digital frauds.

g) Review: Bank puts all its efforts to improve its processes & systems by taking inputs from customers, employees and other stake holders to review customer grievances and enhance the quality of customer service.

6. Roles and Responsibilities of Branches:

6.1. Roles and Responsibility of Branch manager/Branch In-charge:

Branch Manager is responsible for the resolution of complaints/grievances in respect of customers serviced by the branch. He/she would be responsible for ensuring redressal of all complaints received at the branch. This will also include all complaints received in writing, orally or over telephone, through Complaint Box, Letter and Mail etc. It is his/her foremost duty to see that the complaint should be resolved to the customer's satisfaction and if the customer is not satisfied, then he should be provided with alternate avenues to escalate the issue.

If the Branch Manager feels that it is not possible at his/her level to solve the problem, he/she should refer the case to Head Office for guidance and for resolution.

Grievances related to attitudinal aspects: All such complaints shall be handled courteously, sympathetically and above all swiftly. Misbehaviour/rude behaviour with customers shall be treated with Zero tolerance, and immediate corrective steps for non-recurrence should be kept in place. Under no circumstances Bank shall tolerate misbehaviour of any degree by its staff members. To keep the complaints related to misbehaviour/rude behaviour at zero tolerance level, stern action/ disciplinary action against the erring staff would be initiated by the respective Disciplinary Authority.

Branch Head & Officials at the Branch would ensure that Queries & Complaints received directly at Branch are dealt proactively and timely.

6.2 Roles and Responsibilities of Head Office:

- a) To resolve queries at initial level properly to avoid its escalation as complaint.
- b) To escalate the issue to AGM / GM / CEO /BOD for timely resolution.
- c) To refer circular/policies on Customers Right, Grievance Redressal, Compensation to alleviate the complaints at the initial level.
- d) To ensure that complaints are resolved properly so that it does not further escalate to BO/Consumer forum etc.
- e) To ensure that the complaints are resolved in time and the complaints/claims pending at Head Office are attended proactively. Genuine claims shall not remain unpaid/ unattended beyond TAT.

7. RBI Integrated Ombudsman Scheme 2021:

We are covered under the Reserve Bank of India Integrated Ombudsman Scheme 2021 and all our branches and Head office have been made available with the copy

of scheme document. Salient features of the scheme are displayed in branches and Head office.

a) Reply would be issued to customers within 15 days of lodging the complaint; a written request may be given to the Ombudsman for further extension of the initial period of 15 days.

b) Customer may approach Banking Ombudsman appointed by RBI if they don't get satisfactory response within 30 days from the Bank or if customer wishes to pursue other avenues of grievance redressal.

c) Appeal to the Appellate Authority at RBI: To ensure that in case of Award (s) passed against the Bank, which can be questioned, such Awards can be challenged.

Vide RBI - IOS (RBI - Integrated Ombudsman Scheme 2021) dated 12.11.2021, it has been stipulated that The Bank shall, on receipt of the complaint, file its written version in reply to the averments in the complaint enclosing therewith copies of the documents relied upon, within 15 days before the Ombudsman for resolution, provided that the Ombudsman may, at the request of the Bank in writing to the satisfaction of the Ombudsman, grant such further time as may be deemed fit to file its written version and documents. Communication of bank's stand on any issue to the customer is a vital requirement. Complaints received which would require some time for examination of issues involved should invariably be acknowledged promptly.

8. Time frame:

Complaint has to be seen in the right perspective because they indirectly reveal a weak spot in the working of the bank. Complaint received should be analysed from all possible angles. Specific time schedule shall be set up for handling complaints and disposing them at all levels including branches and Head office.

Branch Manager should try to resolve the complaint within the specified time frames as furnished hereunder.

NATURE OF COMPLAINT TIME LIMIT FOR REDRESSAL:

- ❖ Deposits Rate of interest, issue of deposit receipts, standing instructions, issue of passbooks etc.: 30 days.
- ❖ Advances Rate of interest, processing, bank guarantees etc.: 30 days
- ❖ Bills, DDs, Cheques Issue, Collection etc.: 15 days
- ❖ Service Charges 15 days Service Related Complaints Deficiency in customer service : 20 days
- ❖ Safe Deposit Lockers: 15 days
- ❖ Cash Handling : 15 days
- ❖ Others :15 days

All Branches shall maintain a separate complaint register and record all the complaints / grievances received by them directly or through the Head Office along with the Action taken on complaints received.

9. Closure of grievance:

Every grievance shall be disposed-off within a period of 30 days of its receipt and a final reply shall be sent to complainant, containing details of resolution or rejection of the complaint, with reasons thereof recorded in writing. A grievance shall be considered as disposed-off and closed in any of the following instances namely:

- a) When the Bank has acceded to the request of the complainant fully;
- b) Where the complainant has indicated in writing, its acceptance of the response of the Bank;
- c) Where the Nodal Officer has certified under intimation to the subscriber that the Bank has discharged its contractual, statutory and regulatory obligations and therefore closes the complaint;
- d) Where the complainant has not preferred any appeal within 45 days from the date of receipt of resolution or rejection of the grievance communicated by the Bank. Provided that the closure shall not be applicable where the Ombudsman or the Authority, as the case may be, has allowed filing of the appeal/ revision, beyond specified period. Note: Customer can re-open the complaint in case of non-satisfaction.

10. 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 month 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.

Sensitizing operating staff on handling complaints: Staff should be properly trained for handling complaints. As the bank is dealing with people and hence difference of opinion and areas of friction can arise. With an open mind and a smile on the face customer's confidence can be won. Imparting soft skills required for handling irate agitated customers, will be an integral part of the training programs.

11. Analysis and Disclosure of complaints:

In tune with the Guidelines of Reserve Bank of India, a statement of complaints and its analysis and the details of unimplemented awards of the Banking Ombudsman shall be disclosed along with the financial results. The Bank shall place a statement of complaints before the Board along with an analysis of the complaints received on a quarterly basis.

12. Feedback on Social Media:

The IT department team will monitor the issues posted on social media platforms like Face Book, Twitter, Instagram & YouTube etc. if any. These issues are taken up for providing solution with HO for immediate resolution.

12. Mandatory display requirements:

The Bank has made it mandatory to display the following information at branches and Head office.

- a) Appropriate arrangements for receiving complaints and suggestions.
- b) Name, address, e-mail and contact number of Nodal Officer / HO officials for grievance redressal.
- c) Details of RBI Integrated Ombudsman scheme including website (<https://cms.rbi.org.in>)
- d) Notice boards at all branches for display of necessary information including Grievance redressal mechanism.
- e) Details including name, address, e-mail and contact number of Principal Nodal Officer / CEO of the Bank.

13. Periodicity of Review of the Policy:

This Policy is valid for 2025-2026. The further continuity of the policy may also be extended with the specific approval of BOD of the Bank.

