

## **RAMANAGARAM URBAN CO – OPERATIVE BANK LIMITED. RAMANAGARA.**

### **Policy for Grievance Redressal in UCB**

#### **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 mechanisms 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 the bank's name and image. The bank's policy on grievance redressal follows the under-noted principles.

- Customers be treated fairly at all times.
- Complaints raised by customers are dealt with courteously and on time.
- Customers are fully informed of avenues to escalate their complaints/grievances within the organization and their rights to an alternative remedy, if they are not fully satisfied with the response of the bank to their complaints.
- The bank will treat all complaints 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.

To make the bank's redressal mechanism more meaningful and effective, a structured system needs to be built towards such end. Such a system would ensure that the redressal sought is just and fair and is permissible within the given framework of rules and regulations. The policy document would be made available at all branches. The concerned employees should be made aware of the complaint handling process.

#### **2 The customer complaint arises due to;**

- The attitudinal aspects in dealing with customers.
- Inadequacy of the functions/arrangements made available to the customers or gaps in standards of services expected and actual services rendered.

The customer has the 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 the telephone. If the customer's complaint is not resolved within the given time or if he is not satisfied with the solution provided by the bank, he can approach the Banking Ombudsman with his complaint or other legal avenues available for grievance redressal.

**3. Mandatory display requirements:** It is mandatory for the bank to provide;

- Appropriate arrangement for receiving complaints and suggestions.
- The name, address and contact number of the Nodal Officer.
- Contact details of the Banking Ombudsman of the area.
- Code of the bank's commitments to customers / Fair Practice code.

#### **4. Internal Machinery to handle Customer complaints/grievances**

**4.1 Lodgement of Complaints by the customer:** The bank is provided with a Customer Complaint Register where the customer can register his/her complaint. Further, a sealed Complaint box is also available in the bank premises where the customer has an option to drop his/her written complaint. All the complaints routed through the complaint register and complaint box are forwarded to the bank Manager for possible resolution. Further, the customer can also lodge his/her complaint on the bank's website, where the same is directly forwarded to the Nodal Officer of the bank for resolution.

**4.2 Resolution of Grievances:** The bank Manager is responsible for the resolution of complaints/grievances in respect of customer service by the bank. He would be responsible for ensuring the closure of all complaints received at the bank premises. It is his foremost duty to see that the complaint is 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. If the bank manager feels that it is not possible at his level to solve the problem, he can refer the case to the Board for guidance.

**4.3 Nodal Officer to handle complaints and grievances:** The Bank would appoint a Nodal Officer of the rank of Senior Manager and above who will be responsible for the implementation of customer service and complaint handling for the entire bank. Nodal Officer of the bank can be contacted at Nodal Officer Mr. Mohamed Mazhar Usamad, Manager, Ramanagaram Urban Co-operative Bank Ltd. Railway station Main Road, I Floor, Ramanagara.) Mobile: 9538437556/ 080 27272221, Desk: [ramcobank@rucbank.com](mailto:ramcobank@rucbank.com)/ our website. [www.rucbank.com](http://www.rucbank.com).

**4.4 Standing Committee on Customer Service:** The Standing Committee on Customer Service will be chaired by the Chief Executive Officer of the bank. Besides two to three officers of the bank, the committee would also have five to six eminent persons drawn from the public as members. The committee would have the following functions.

- Evaluate feedback on the quality of customer service received from various quarters. The committee would also review comments/feedback on customer service.
- The Committee would be responsible for ensuring that all regulatory instructions regarding customer service are followed by the bank. Towards this, the committee would obtain necessary feedback from functional heads.
- The committee also would consider unresolved complaints/grievances referred to it by functional heads responsible for redressal and offer their advice.

**5. Time frame:** Complaint has to be seen in the right perspective because they indirectly reveal a weak spot in the working of the bank. Complaints received should be analyzed from all possible angles. A specific schedule may be set up for handling complaints and disposing of them at all levels bank. The bank manager should try to resolve the complaint within the specified time frames, decided by the bank. Communication of the bank's stand on any issue to the customer is a vital requirement. Complaints received that would require some time for examination of issues involved should invariably be acknowledged promptly. The branch must send an action taken report on complaints received to the bank at the end of every month.

**6. Sensitizing operating staff on handling complaints:** Staff should be properly trained for handling complaints. We are dealing with people and hence differences of opinion and areas of friction can arise. With an open mind and a smile on our faces, we should be able to win the customer's confidence. Imparting soft skills required for handling irate customers, to be an integral part of the training programs. It would be the responsibility of the Nodal Officer to ensure that the internal machinery for handling complaints/grievances operates smoothly and efficiently at all levels.

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