

CUSTOMER GRIEVANCE REDRESSAL POLICY :

Introduction:

The KCCB Ltd has been providing excellent customer service ever since it has entered commercial banking in addition to its prime function of meeting the needs of agriculture sector. But to address the complaints / grievances of the esteemed customers no mechanism was put in place in the past. Ever since going on CBS a proper mechanism has to be devised & given due importance to provide excellent customer service to compete other banks/financial institutions & to provide utmost customer satisfaction in all the branches of the Bank .

Being a service providing utility customer grievances have to be accepted as part of our day to day business. The ultimate goal of the Bank to provide prompt , cordial & efficient services . This in turn will help achieving maximum customer satisfaction , retain the present customers & attract many more in future. The customer grievance redressal policy is aimed to provide proper delivery channel for addressing & resolving in time bound manner the grievances of the customers so that these are minimised . The proposed CUSTOMER GRIEVANCE REDRESSAL POLICY will be as under:

- 1.All customers will be treated equal all the times .
- 2.All grievances pointed out by customers will be taken up efficiently & in a time bound manner .
- 3.All customers will have opportunity to place their grievances to higher authorities within the Bank and they will have right to alternative remedy, if their expectations are fully met by the Bank in response to their grievances.
4. All our employees will provide impartial customer service in good faith to the esteemed customers of the Bank.
5. These grievances can put the reputation & business of the Bank at stake if all these grievances are not resolved fairly & promptly.

In order to make Bank's **CUSTOMER GRIEVANCE REDRESSAL POLICY** customer friendly , meaningful and prompt , an organised system will function at all branches , zonal offices & head office which will ensure that grievance raised is just and fair and is within the given frame-work of rules and regulation framed by the Regulatory Authorities.

This policy document will be made available at all branches. All the employees will be made aware about the complaint handling process to ensure better customer service and general awareness in the Bank.

A. The customer grievances arise due to :

- a. The attitude of our employees in dealing with customers in day to day working.
- b. Our inability to provide adequate functions/arrangements to the customers or gaps in standards of services expected and actual services rendered.

The customer is having full right to register his/her complaint if he/she is not satisfied with the services provided by the Bank.

- i) He/she can give his/her complaint in writing, orally or over telephone.
- ii) In case oral or telephonic grievance is not resolved within 07 days he/ she is advised to prefer the same in writing .
- iii) If customer complaint is not resolved within given time or if he/she is not satisfied with the solution provided by the bank, he/she can resort to other legal avenues available for grievance redressal.

B. Bank's Mechanism for handling customer grievances :

- a. If the customer wants to raise a grievance , he/she will be informed :
 - i. Where & how to lodge complaint/ grievance
 - ii. Expected time frame for reply.
 - iii. If not replied within the time frame , to whom he/she approaches for redressal.
 - iv. If not satisfied with the solution provided by the Bank , the further course of action to be taken.
- b. The Bank will keep informed such customers where to find details of procedures for handling grievances promptly.
- c. In case customer files grievance in writing, the Bank will duly acknowledge the

same by submitting a response within a Ten days time. If grievance is registered telephonically at our customer service number the Bank shall provide a reference number and keep such customers informed of the progress within a reasonable time frame.

d. After having examined the grievance, the Bank will send response or seek time explaining the reasons why more time is required to respond and shall make all efforts to do so within one months time (30 days) from the receipt of complaint and inform customers to peruse their complaint further if they are still not satisfied with our solution..

C. Internal Complaint Redressal Mechanism :

i. At Branch level:

Resolution of Grievances

- Branch Manager will be responsible for the resolution of the complaints/grievances in respect of customer's service rendered by the Branch.
- He/she would be responsible for ensuring resolution of all complaints received at Branch level.
- It is his/her 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 shall be provided with alternate avenues to peruse the issue, if the same is not resolved within the stipulated period. If the Branch Manager feels that is not possible at his/her level to solve the problem he/she may forward the grievance to Zonal Office or Head Office for further action.
- Similarly, if Zonal Office finds that they are not able to solve the problem such grievances may be forwarded to the Head Office of the Bank.
- Suggestion Box and complaint Book are to be provided in all the branches. Any written complaint will instantly and promptly be acknowledged.
- All scale IV & upwards branches will have "Help Desk".
- Front Office staff are provided with training and additional inputs.
- If Front Office Staff is unable to resolve a grievance, the BM/Branch in-charge will intervene to resolve the issue.
- Customers Day is observed on 06th of every month. On this day BM/Branch in-charge will make himself /herself available at the branch between 4 PM to 5 PM to meet customers so that their grievances are heard & sorted out instantaneously.
- Customer Service Committee are to be constituted & its meetings be held every month at all Branches, Zonal Offices. The sole task of the Committee is to find out ways and means to render service to the satisfaction of the Customers. For this purpose Committee will meet regularly at stipulated intervals to discuss in detail the strengths and deficiencies of the services presently rendered and take steps to improve it. The proceedings of this committee will be submitted by the BM to Zonal Office & by the Zonal Office to the Head Office without fail.
- Special Customers Meet be conducted by the Bank on special occasions such as its Foundation Day , Cooperative Day etc.
- Every year during Foundation Day celebrations the Customer awareness among Public as well as staff is to be created for achieving the objective of Complaint free branch network and also highlight our products and services.

ii. At Zonal Office:

- Assistant General Manager will be in charge of Customer Service at Zonal office.
- Efforts are to be made to redresse the grievance within minimum time.
- Where ever it is not possible and more information / investigation is required, efforts be made for redressal of grievance with in shortest time to settle the matter .
- Assistant General Manager will visit branches periodically and submit a report on Customer Service to the Head Office without fail. Wherever deficiencies in customer service are noticed, accountability is fixed and reported to Head Office for further action.
- Assistant General Manager will contact the aggrieved customers as and when necessary, meet him / her personally with the Branch Manager, for ensuring time bound redressal of the complaint.

Despite all above there may be some customers who may prefer to write to Head office.

iii. At Head Office:

- A full-fledged Customer Service Section will be functioning at Head Office under overall supervision of General Manager (Banking).
- All grievances received at Head Office are duly to be acknowledged & information is to be sent to the customer immediately on receipt of the complaint.
- All complaints received by the Head office will be studied / investigated thoroughly and necessary instructions are given to Zonal Offices/Branches for timely redressal and followed up till final redressal letter is sent to the complainant duly explaining the decision taken on the complaint.
- On 15th of every month, Customers Day be marked between 4 PM to 5 PM during which General Manager / Deputy General Manager will be available for meeting the public / Customers .
- Customer Satisfaction record to be maintained and surveys by External agencies are to be got conducted to achieve the maximum level of customer satisfaction.

D. Grievance Redressal System:

- Any customers can lodge his / her complaint(s) directly to Branch Manger / Branch-in-charge and it will be the responsibility of the Branch Manger /Branch-in-charge to resolve the complaint within 10 days from the date of receipt of such complaint(s) .
- Branch Manger / The Branch-in-charge will analyze the complaint and if need be he/she will contact the complainant personally and resolve the complaint.
- A complaint redressal letter will be sent to complainant, if the complaint is resolved at Branch level. The Branch will also send the details of the grievances received during the calendar month to Zonal Office.
- If the Branch Manger / Branch-in-charge is not able to resolve the complaint within 10 days, the complaint will be referred by the Branches to the concerned Zonal Office along with their comments/replies for further action.
- The complaints referred to Zonal Office will be analyzed by the Assistant General Manager on the basis of explanation received from the Branch Manager. AGM will send a suitable reply to complainant within 07 days from the receipt from the BO.
- If the reply received from the Branch is not satisfactory and if AGM cannot resolve the complaint within 07 days from the date of receipt of complaints, the same will be referred to Head Office along with their comments/explanations. The AGM will also send the details of the complaints received directly by them and not settled within seven days to Head Office along with their comments/ replies.
- The concerned section at Head Office will analyze the complaint and the replies received from Branch Manager and AGM. On placing the matter before the General Manager(Banking) for a decision to be taken on the complaint. A complaint redressal letter is to be sent to the complainant from Head Office and suitable instructions are to be passed on to Branch Manager , AGM for taking action in the deficient areas.

E.ONLINE GRIEVANCE REDRESSAL SYSTEM:

In pursuant of the Recommendations made by the Damodaran Committee, RBI, IBA and also as per the instructions of the Ministry of Finance the Bank has to develop a system for the online management of customer grievances . The same is to be made available in the Bank's Website. This will enable the customers to register their complaints online through our website. This will record a complaint and provide the customer the complaint status tracking and receiving response from the Bank.

On registration through the website of the Bank the customers will receive a reference number generated by the system for the record to the customer. The complaint goes to the concerned branch automatically and the branch redresses the issue.

In case if there is any delay the same is being escalated to the ZO after 10 days for follow-up. Similarly if there is any delay at AGM Office the same is escalated to Head Office after 7 days. HO will follow up each case and redresses the issue to the entire satisfaction of the customer

F. BANKING OMBUDSMAN SCHEME:

- a. We have to displayed on our website and in all our Branches a notice explaining that we are covered by the Banking Ombudsman Scheme, 2006 of the Reserve Bank

of India. The copy of the scheme is to be made available at all the branches and will be issued to customers on their request at nominal charges of Rs 50/- (Rs Fifty only) per copy.

- b. Within 30 days of lodging a complaint with Bank, if customer does not get a satisfactory response from the Bank and if customer wishes to pursue other avenues for redressal of grievances, customer may approach Banking Ombudsman appointed by Reserve Bank of India under Banking Ombudsman Scheme, 2006. Salient features of the Banking Ombudsman Scheme, 2006 are to be displayed in the branch notice boards and the scheme itself is to be displayed on our Website www.kccb.in. If customers face any difficulty our BM / AGM will have to explain the procedure in this regard.

G. Standing Committee on Customer Services

In order to improve our customer services in the Bank, to review the progress at regular intervals, to enhance the promptness and quality, to streamline the processes taking into account technological developments and suggest appropriate incentives to facilitate change on an ongoing basis the Standing Committee on Customer Service is to be constituted.

The Standing Committee on Customer Service will be chaired by the Managing Director of the Bank. Besides both the General Managers, DGMs of the Bank, the Committee would also have two eminent non-executives drawn from the general public as members.

The Committee is having the following functions:

- The committee will convene its meeting once a quarter & would submit its report to the relevant committee of the Board.
- The committee will also evaluate feedback on quality of customer service received from various quarters like general public, customers, auditors etc. The committee would also review comments/feedback on customer service, implementation of commitments in the Code of Bank's Commitments to customers received from BCSBI. Banking codes & standards as per BANKING CODES AND STANDARDS BOARD OF INDIA can be considered to be published in the Bank's website.
- The committee will also be responsible to ensure that all regulatory instructions regarding customer service are followed by the Bank & to achieve this, the committee will obtain necessary feedback from Branches & Zonal Offices.
- The committee will consider unresolved complaints/grievances referred to it by functional heads responsible for redressal and offer its advice.

H. Customer Service Committee of the Board

This sub-committee of the Board be considered to be formed & which in turn will be responsible for formulation of a Comprehensive Deposit Policy incorporating the issues such as the treatment on death of a depositor for operations of his account, the product approval process and annual survey of depositor satisfaction.

The committee will also examine any other issues having a bearing on the quality of customer services being rendered. This committee would also review the functioning of the Standing Committee on Customer Service.

I. Nodal Officer and other designated officials to handle grievances:

i. At Head Office:

Nodal Officer:

The General Manager, Banking will act as PRINCIPLE NODAL OFFICER, who in turn will monitor the implementation of Customer Service and complaint handling for the entire Bank.

ii. Quality Assurance Officer :

Deputy General Manager, Banking, Head Office will act as the Quality Assurance Officer of the Bank who apart from performing various functions, will also be undertaking separate & surprise visits to branches to assess the level of service and interact with customers for initiating necessary action in the deficient areas.

J. At Zonal Office:

AGM at Zonal Offices will handle the complaints received directly from customers of that Zone. Customer Service Committees will be formed in all the Zonal Offices to look into implementation of customer service. Such committees will comprise of Three BMs (by rotation) & two eminent non-executives drawn from the general public as members

K. Mandatory Display Requirements

The Bank has to make it mandatory to display the following at Branches and at our website www.kccb.in for the benefit of our customers:

- Details on appropriate arrangements made for receiving complaints and suggestions
- The name, address and contact number of Principal Nodal Officer , Quality Assurance Officer , AGM(s) & Branch Managers.
- Contact details of Banking Ombudsman of the area
- Details of Code of Bank's commitments to customers/Fair practice code

L. Resolution of Grievances

Branch Manager is responsible for the resolution of complaints/grievances in respect of customer service by the branch. He would be responsible for ensuring closure of all complaints received at the branches. It is his foremost duty to see that the complaint is resolved entirely 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 level to solve the problem he can forward the grievance to Zonal Office for guidance. Similarly, if Zonal office finds that they are not able to solve the problem such cases may be forwarded to the Principal Nodal Officer (GM Banking) of the Bank.

M. Time Frame

Complaints received will be seen in right perspective and will be analyzed from all possible aspects. Specific time schedule is to be set up for handling complaints and disposing them at all levels including Branches/Zonal Offices and Head Office . The Branch Manager will try to resolve the complaint within specified time frames decided by the Bank.

Time Schedule for Redressal of Complaints:

Type of Compliant / Grievance	Stipulated by MOF	To be Adopted by Bank
General Complaints in respect of Day to working of the Branch	30 days	30 days
Complaints forwarded by RBI/MOF Mps/MLAs/VVIPs	21 days	21 days
Complaints from PM's / CM's office	15 days	15 days

All the complaints received will be acknowledged immediately. In cases where complaints received would require some time for examination, the same will be informed to customer through an interim reply.

Branches/Zonal Offices will send action taken report on complaints received at their end to Head Office at the end of every calendar month.

N. DISPUTE REDRESSAL MECHANISM: TECHNOLOGICAL PRODUCTS:

N.1 ATM FAILED TRANSACTIONS:

The complaints regarding ATM transactions can be grouped as under:

- a. Our Debit Cards used at our ATMs attached to the branch of issue.**
- b. Our Debit Cards used at our ATMs not attached to the branch of issue.**
- c. Other Bank cardholder using his card at our ATM**
- d. Our Debit Cards used at other Bank ATMs.**

In terms of Reserve Bank of India guidelines, the wrongful Debit in the customers account on account of ATM failed transactions shall be reversed within 07 working days from the date of receipt of complaint from the customer, failing which a penalty at Rs.100/- for each day of delay shall be credited to the customer's account along with the disputed amount. Any customer is entitled to receive such compensation for delay, if a claim is lodged with the issuing bank within 30 days of the date of the transaction.

If the customer prefers the complaint after 30 days but within 60 days the claim will be settled without compensation through Dispute Management System of the Bank . The

claim preferred after 60 days but within 120 days, known as good faith claim, is settled through NPCI.

All disputes regarding ATM failed transactions shall be settled by the issuing bank and the acquiring bank through National Payment Corporation of India only. No bilateral settlement arrangement outside the dispute resolution mechanism available with the system provider is permissible.

Exception handling:

Exception transactions are those that cannot be reconciled or reported as erroneous by a card holder. All Members should collaboratively endeavour to settle discrepancies in settlement, if raised by other member banks, and all such discrepancies should be resolved amicably as per settlement procedure of NPCI.

Charge Backs:

It is obligatory on the part of the card issuer member to resolve and settle all adjustments pertaining to the cardholder transaction arising out of error, within 120 days after date of original transaction provided if a claim is lodged with the issuing bank within 30 days of the date of the transaction. The card issuer member shall furnish all documents in support of cardholder transaction dispute. If the acquirer member bank, does not honor the cardholder dispute, the acquirer member bank shall submit a representation within 60 working days after the charge back initiated date.

A charge back form may be submitted by an issuer to NFS in response to a cardholder dispute using the appropriate form. NFS will in turn forward the charge back form to the concerned member bank after making necessary adjustments in the daily settlement report.

Credit/Debit Adjustments :

Acquirer Member Bank should take appropriate measures to adjust cardholder balance arising out of error, identified during EOD balancing. However, it is obligatory on the part of all acquirer Member Banks to submit adjustment details along with appropriate documents to NPCI, within 30 working days after the settlement date of the original transaction. An issuer bank may at its discretion accept an adjustment beyond the specified period.

NFS will in turn forward the adjustment form to the concerned member bank after making necessary adjustments in the daily settlement report.

Representation

An acquirer member bank shall submit a representation in order to reverse a cardholder dispute. The representation shall be submitted within 60 working days after the settlement date of cardholder dispute along with all relevant documents. The document should be sent to the card issuer member bank and in case the card issuer member bank does not respond the same within 05 working days from the date of dispatch, NPCI reserves the right to reverse the representation.

All day to day accounting , reconciliation part in respect of ATM Transactions will be looked after by the INVESTMENT & STATISTICAL SECTON of the Bank.

N.2 Net Banking:

Grievances related to the following shall be redressed by the ATM cell of the Bank:

- For availing Net Banking facility (User creation)
- Reset of Login password (In such cases where the customer is not able to reset the login password online using the option available in Net Banking home page)
- Unlock (In such cases where the customer is not able to reset the login password online using the option available in Net Banking home page)
- Reset of Login (other than online) and Transaction password
- Modification of details like address, Mobile number and e-mail Id
- Activation of Net Banking facility

All other grievances such as non receipt of password PIN mailer and any Net Banking issues will be resolved by the ATM cell of the Bank.

If grievances are technology related, the ATM cell of the Bank will take up the matter with the AGM - IT for resolving the issues and communicating the same to the customer.

Grievances related to software solution extended to Net Banking facility and non receipt/delayed receipt of OTP shall be handled by the ATM cell of the Bank .

N. 3 Mobile Banking:

Grievances related to the following shall be redressed by the ATM cell of the Bank :

- **Registration for Mobile Banking facility**
- **Activation of Mobile Banking facility after MPIN change by the customer**

Grievances which could not be resolved at the by the ATM cell of the Bank level shall be handled by AGM – IT .

If grievances are technology related, the ATM cell of the Bank will take up the matter with AGM – IT and communicate the same to the customer.

O. Interaction with customers

Customer's expectation/requirement/grievances will be better understood through personal interaction with customers by Bank's staff. Customer meets organised by the Bank for the targeted customers 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 the banking services better. The feedback from customers would be a valuable input for revising our product and services to meet customer requirements.

P. Sensitizing the operating staff on handling complaints

All the members of staff will have to be properly trained for handling complaints. During all such Training Sessions our the faculty will explain the importance of handling complaints to all the participants and they are trained to deal with customer complaints. Principal Nodal Officer for the Bank (GM Banking) will have to ensure that internal machinery for handling complaints/grievances operates smoothly and efficiently at all levels and he will be giving feed back on training needs of staff to the Managing Director/ BOD.

This grievance policy when adopted, approved by the Board of Directors is to be published in our website & will be applicable to the complaints emanating from all sectors.

Officers/ Officials manning Bank's Toll Free number 18001808008 will adequately be trained to satisfy the grievances raised by Customers. All Customers can register their grievances by using this Toll Free number in languages namely Hindi & English.