



# Grievance Redressal Policy

## Scotiabank, India

### 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 mechanism 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 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 courtesy and on time
- Customers are fully informed of avenues to escalate their complaints/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 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.

In order to make bank's redressal mechanism more meaningful and effective, a structured system needs to be built up towards such end. Such system would ensure that the redressal sought is just and fair and is within the given frame-work of rules and regulation. The policy document would be made available at all branches. The concerned employees should be made aware about the Complaint handling process.

#### 1.1 Complaint:

A Complaint is:

1. A grievance/ protest/ grumble.
2. Customer disputing non-conformance of services/ products/ processes.

3. An error committed by the bank.
- 1.2 The customer complaint arises due to;
    - a. The attitudinal aspects in dealing with customers
    - b. Inadequacy of the functions/arrangements made available to the customers or gaps in standards of services expected and actual services rendered.

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

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

### **2.1 Customer Service Committee of the Board**

This sub-committee of the Board would be responsible for formulation of a Comprehensive Deposit Policy incorporating the issues such as the treatment of death of a depositor for operations of his account, the product approval process and the annual survey of depositor satisfaction and the triennial audit of such services. The Committee would also examine any other issues having a bearing on the quality of customer service rendered. This Committee would also review the functioning of Standing Committee on Customer Service. This committee is also responsible for examining loan policies and service issues for the individual as a borrower.

### **2.2 Standing Committee on Customer Service**

At Branch levels, the Standing Committee on Customer Service will be chaired by the Branch Manager/Operation Manager of the bank. Besides the Credit Manager / Customer Service Head of the bank, the committee would also have an eminent customer of the Bank as members. The committee would have the following functions.

- Evaluate feed-back on quality of customer service received from various quarters. The committee would also review comments/feed-back on customer service and implementation of commitments in the Code of Bank's Commitments to Customers received from BCSBI.
- The Committee would be responsible to ensure that all regulatory instructions regarding customer service are followed by the bank. Towards this, the committee would obtain necessary feed-back from zonal/regional managers/ functional heads.
- The committee also would consider unresolved complaints/complaints related to non-compliance with the Code/grievances referred to it by functional heads responsible for redressal and offer their advice.

- The committee would submit report on its performance to the customer service committee of the board at quarterly intervals.

### **2.3 Complaint Register**

Complaint books are kept at each and every branches of the Bank. Complaint books are maintained in the format as specified by the Indian Bank Association (IBA) with adequate number of perforated copies.

The complaints register maintained by the branch is scrutinized by the Head of Operations.

### **2.4 Nodal Officer and other designated officials to handle complaints and grievances**

Bank would appoint a Nodal Officer of the rank of Director (or its equivalent) who will be responsible for the implementation of customer service and complaint handling for the entire bank.

Mr. R. Kasinathan Director, GWO India, is the Nodal Officer of the Bank.

### **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 Nodal Officer(s)
- Contact details of Banking Ombudsman of the area
- Code of bank's commitments to customers/Fair Practice code
- Process for filing written complaints as well as escalation process for resolution of the complaints.

### **4. Regularly reporting of Complaints to the Management**

Bank places a statement of complaints before the Management in the Compliance Committee for analysing the complaints received, statement of complaints is also disclosed along with financial results. Unimplemented awards of the Banking Ombudsman are also disclosed along with the financial results.

Statement of complaints placed before the management in the compliance committee is analysed as follows:

1. Identify customer service areas in which complaints are frequently received.
2. Identify frequent sources of complaints.

3. Identify System deficiencies.
4. Initiate appropriate action to make Grievance Redressal mechanism more effective.

## **5. Disclosure**

Every year, Scotia will disclose the following brief details for the information of all the stake holders.

### **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

## **6. Nodal Officer**

Scotia will appoint a Nodal Officer who will be responsible for the following:

- Implementation of all the regulatory instructions and codes issued by the RBI and Banking Codes and Standards Board of India (BCSBI) respectively.
- He would arrange resolving all complaints/grievances in respect of the customer service
- He would examine suggestions received from the customers for better customer service and arrange to implement them wherever feasible.
- Ensure closure of all complaints to the customer's satisfaction within the prescribed time schedule, if necessary in consultation with the Chief Executive Officer.
- Ensure that complaints are closed only if the grievances are redressed to the satisfaction of the customers.

- To decide, in consultation with the Chief Executive Officer, as to whether appeal should be preferred or not, against award given by the Banking Ombudsman.
- In case, it is decided to honour the award given by the Banking Ombudsman, he would ensure implementation thereof within the time limit stipulated in the Banking Ombudsman Scheme 2006.

## **7. Resolution of Grievances**

Branch Manager is responsible for the resolution of complaints/grievances in respect of customer's 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 should be 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 branch manager feels that it is not possible at his level to solve the problem he can refer the case to to the Nodal Officer.

## **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 analyzed from all possible angles.

- If the complaint has been received in writing (e-mail/fax/courier), we will endeavor to send you an acknowledgement/response within a week. If your complaint is relayed over phone at our designated number or customer service number we shall provide you a complaint reference number and keep you informed of the progress within a reasonable period of time.
- After examining the matter, we will send you our final response or explain why we need more time to respond and shall endeavor to do so within six weeks of receipt of your complaint and will tell you how to complaint further if you are still not satisfied.
- If the issue remain unresolved even after the expiry of the stipulated period, then it will be automatically escalated to the Nodal Officer, who would take immediate steps for resolution.

## **9. 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.

**10. Sensitizing operating staff on handling complaints**

Staff should be properly trained for handling complaints. We are dealing with people and hence difference of opinion and areas of friction can arise. With an open mind and a smile on the face we should be able to win the customer's confidence. All employees should ensure better customer service to avoid any complaints. It would be the responsibility of the Nodal Officer to ensure that internal machinery for handling complaints/ grievances operates smoothly and efficiently at all levels. He should give feedback on training needs of staff at various levels to the HR Dept.

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**Note- Gap analysis has been conducted for policy and latest guidelines up to 31.03.2018 have been considered for above policy.**