



**North East Small Finance Bank Ltd
Customer Grievance Redressal Policy**

North East Small Finance Bank Ltd, believes in fair treatment of its customers and providing responsible finance to the lesser served sections of the society. The Bank promotes ethical behaviour based on the principles of integrity and transparency by staff towards its customers. We believe that customer service is an important imperative for sustained business growth and we want to ensure that our customers receive best service across different touch points of the Bank. Prompt and efficient service is essential to retaining existing relationships and customer satisfaction to the Bank.

Complaint

A complaint may be defined as "An expression of dissatisfaction made to an organization, related to its products and services, or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected".

Query

A query can be defined as a question, often expressing doubt about something or looking for an answer from an authority. A query is:

- A form of questioning, in a line of enquiry
- In nature of a request for information or guidance
- Where there is an expectation from the customer – for data / clarification.

At NESFB we would like to assure you of the best of our services at all times to our Valuable customers. If you would like to share your valuable suggestion, opinion, experience, feedback or scope for improvement on any of our services or issues relating to services. In case of any difficulty in transactions, the customers may approach the Branch Manager, who will ensure that the customers' banking needs are attended. However, if this does not happen, customers may demand the complaint book, which will be available in all Branches, and lodge a written complaint. At NESFB we have three level of Grievance Redressal Mechanism.

- A large number of grievances are addressed by customers directly to chairman & MD . All complains received at Chairman or Managing Directors Desk shall be handled end-to end by dedicated team. A Weekly update of all complains received at Chairman or MD's Desk must be send to chairman and MD.
- All complains received from below mentioned channel at head office must be handled by dedicated team from Audit and compliance department :
 - Reserve Bank
 - Government of India
 - BCSBI
 - Consumer Forum.
- The Bank shall appoint Nodel Officer at various locations in term of clause 15(3), chapter IV of the Banking Ombudsman scheme 2006.

NESFB has three levels Grievance Redressal Mechanism:-

Level 1:

Visit our branch and log your complaint in the complaint register maintained at all our branches. In each of our branches we have displayed the name and contact details of officers whom you can contact for raising your complaints.

Level 2:

If the resolution provided at Level 1 does not meet your expectation, you can approach our Grievance Redressal Officer at **head.grievanceredressal@nesfb.com**. Contact details of Grievance Redressal Officer are available at all our branches and our website.

Level 3:

If the resolution provided at Level 2 does not meet your expectation, you can approach our Principal Nodal Officer at **principal.nodalofficer@nesfb.com**. Contact details of Principal Nodal Officer are available at all our branches and our website.

Escalation matrix for customer complaints

Within the overall maximum period of three weeks within which a complaint needs to be redressed, there will be a prescribed escalation matrix for Redressal of the complaints at different levels in the organisation. The escalation matrix for customer complaints is given below:

Sl. No	Lodging Escalation complaints	Day of lodging / Escalation	Days available for Redressal (Within the maximum three weeks)
1	Branch	1st Day	10 days
2	Zonal Head Office	11th Day	5 days
3	Head Office	16th Day	6 days

The responsibilities of the Grievance Redressal Officer / Nodal Officer at Head Office shall include:

- Laying down the grievance Redressal policy and process, monitoring its implementation and initiating corrective action wherever needed.
- Review and approval of all products and processes from the customer service perspective.
- Conduct of Customer Service surveys to learn more about hidden complaints as approved by the Standing Committee on Customer Service and initiate corrective action wherever necessary.
- Review the comments of auditors on implementation of Customer Service and grievance redressal policies and initiate corrective action wherever necessary. Collect, analyse and present data to enable the Standing Committee on Customer service and Customer Care Committee of the Board to understand
- The customer service issues that need to be addressed and also recommend actions to be initiated.
- With the help of data collected from feedback, complaints, customer service surveys and audits, do root cause analysis of issues with most impact and / or those which constantly recur, to identify the

processes that need to be corrected to prevent recurrence. The Quality Cell at Head Office shall –undertake Root Cause Analysis and suggest process improvements.

- Suggest implementation of capacity building initiatives, in collaboration with other functional heads and the training establishments, to enable the front office and back office staff to deliver quality customer service.
- Convene meeting of the Standing Committee on Customer Service and Customer Care Committee of the Board and to implement their directions in a time bound manner.
- Ensure prompt submission of all reports and returns to RBI and other statutory / regulatory bodies relating to Customer Service
- Take all other actions and initiatives necessary to improve the quality of Customer Service, on a continuous basis, including implementation of upgrade web-based Operational Customer Relationship Management (OCRM) as envisaged by ministry of Finance, Department of Financial services.
- The Nodal officer, besides his above mentioned duties, shall also decide upon matters requiring immediate action and follow-up for timely Redressal of grievances of customers. Where delay is seen, he shall take corrective steps/action to avoid delays, including action against staff where shortcomings are seen.

Standing Committee on Customer Service

Standing Committee on Customer Service shall be constituted in each Zone and will be headed by the Zonal Head. The other members of the Committee will be Senior Executives. The committee shall also have representation from customers of the Bank at the Centre (not more than two, one preferably a senior citizen/pensioner). The Committee will review feedback on customer service from Branches in the Circle, implementation of commitments in the BCSBI's Code of Bank's Commitments to Customers / Code of Bank's Commitment to Micro & Small Enterprises and suggest measures to tone up customer service and customer grievances Redressal. The other functions of the Standing Committee shall be as directed by RBI.

Internal Ombudsman(Review mechanism)

An Internal Ombudsman shall be appointed by the Bank who will be a retired official not below the rank of General Manager from some other Bank, as per procedure laid down by the RBI. Internal Ombudsman shall be the focal point for internal grievance Redressal system so that a minimum number of complaints are escalated to Banking Ombudsman. In case the Bank decides to reject a complaint and/or decides to provide only partial relief to the complainant, it will be forwarded to I.O. for further examination. The I.O. shall not entertain and examine first resort complaints which need to be first examined by the Bank's internal grievance Redressal mechanism. Also the complaints which are already pending in other forums such as consumer forums, courts etc. will not be entertained by I.O. The I.O. shall furnish periodical reports to the Customer Service Committee of the Board.(At least once in six months). However, aspects relating to frauds, misappropriation etc. shall be reported to Audit Committee of the Board immediately. The I.O. is the apex level redressal authority within the Bank.

Pre-empting occurrence of customer grievances sensitizing operating staff on handling complaints

Customer grievances provide valuable feedback on quality of service at Branches and whether the initiatives taken by the Bank in technology and re-engineering of business processes are having the desired impact on business growth and improved customer satisfaction. The Bank also understands the importance of sensitizing staff to handling customer transactions / requests with courtesy, empathy and promptness. All

Branches shall form a Customer Service Committee with representation of officers, award staff and subordinate staff as well as customers as laid down in this regard. The Committee shall hold a meeting every month and deliberate on all issues relating to customer service at the Branch and take suitable action as decided by the Committee for improvement of customer service at the Branch. Customer Relations Programmes shall be organized at all Branches at least once every quarter where staff and customers meet and interact freely on service related issues. While these shall be structured meets, the customers will also be free to meet the Branch Managers/ other Officials at Administrative Offices to discuss their grievances. 'Customers' Day' shall be observed on 15th and 25th of every month. Top functionaries at Administrative Offices and Branch Managers shall make themselves available for a minimum of two hours (2.30 pm to 4.30 pm) on the 15th and 25th (the following day in case 15th/ 25th falls on a holiday/ Sunday) of every month for customers to attend to their grievances and listen to their suggestions. The Bank shall also conduct training programmes regularly for staff on customer service and minimizing customer