



Grievance Redressal Policy

August 2024
Version – 4.0

Prepared by: Mr. Renjith Ramachandran, Head-Branch Service, August 2024
Approved by: Mrs. Tapasya Vaid, Head – BSQIG, August 2024



[Document history](#)

Version No.	Date	Particulars	Approved by
1	12.04.2019	Grievance Redressal Policy	Board
1(a) Revised	13.06.2019	Grievance Redressal Policy	Board vide Resolution No DP2 dated 29.06.2019
2	09.04.2021	Grievance Redressal Policy	Board vide Resolution No EP 2 dated 12.04.2021
3	10.01.2023	Grievance Redressal Policy	Board vide Resolution No EP4 dated 17.01.2023

[Document Contact Details](#)

	Name	Designation
Author of the policy	Renjith Ramachandran	Head- Branch Service
Verifier of the policy	Tapasya Vaid	Head - BSQIG
Placed to	ORMC dated 21.08.2024	
	Customer Service Committee of Board dated 04.09.2024	
	Board dated 19.09.2024	
Details of approval of Board	Board Resolution number..... Dated	
Document contact details		

[Distribution List](#)

Name
To All Branches & Offices



TABLE OF CONTENTS

Particulars	Page Number
Introduction	1
Objective of the Policy	1
5 Pillars/ Strategic Priorities	1
Our Service Values - Query, Request and Complaint	2
Applicability & coverage of Policy; Mandatory Display Requirements; Registration of complaints	3
Resolution of complaints	4
Escalation of complaints	4
Handling of EBT (Electronic Banking Transactions) Related Complaints	5
Analysis and Disclosure of Complaints	6
Periodic Review	7
Grievance Redressal Mechanism for Mutual Fund distribution	7
Grievances related to Collections	8
Grievances related to services provided by Outsourced Agencies of the bank	8
Social Media Complaints	8
Grievance related to Credit Cards	8
CIC related complaints	9

Introduction:

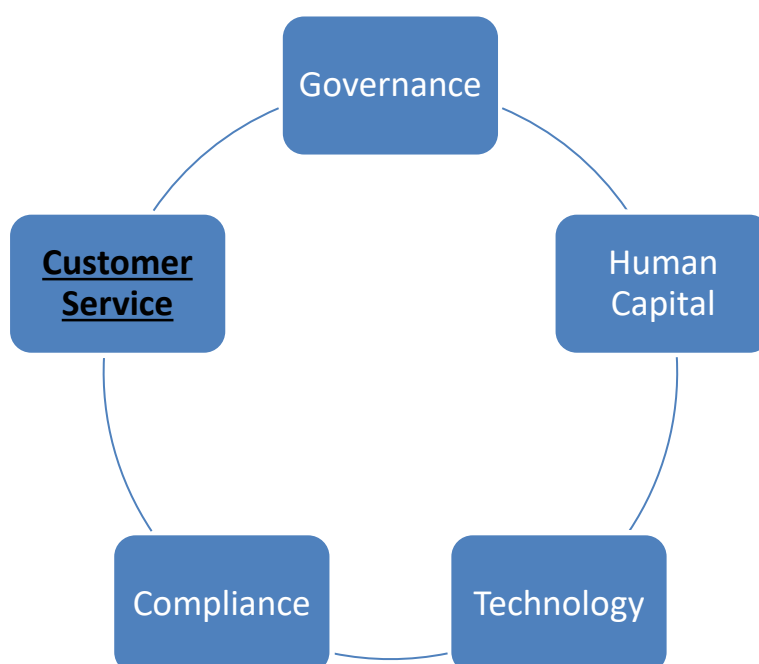
CSB Bank on its journey of Sustain Build Scale-SBS2030 focuses on five pillar strategy where “Customer Service” is one of our key Pillar. We understand each Customer complaint is an opportunity for us for continuous improvement in the Bank. The bank believes that providing prompt, efficient & consistent service is essential for a satisfied customer. 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. The policy is in line with RBI circular on Strengthening of Grievance Redress Mechanism in Banks as per RBI circular RBI/2020-21/87 CEPD.CO.PR.D.Cir.No.01/13.01.013/2020-21 January 27, 2021.

Objective of the policy:

CSB Bank treats all its customers fairly and equally without any bias -irrespective of caste, creed, race, gender, special abilities - on all occasions. The grievance resolution is within defined Turnaround Time (TAT) and the resolution process is accelerated with proactive interventions by the senior management/EXCO to ensure seamless and timely resolution. Customers are made completely aware of their rights and escalation matrix so that they can opt for alternative remedial channels if they are not satisfied with our response or resolution of their complaints. The Bank shall endeavor to make continuous efforts to educate its customers to enable them to make informed choices regarding banking products and reduce errors in banking transactions.

Our Bank is built on five pillars of strategic priorities to SBS 2030 in which Customer Service is one of the key strategic priorities.

5 Pillars/ Strategic Priorities:-



The Service values are listed below which act as a guiding force for our employees:

In line with the Charter of Customer Rights, the Bank has laid down guiding principles for servicing customers. These principles are at the heart of everything we do with special emphasis on Customer Service.

1. We will Treat customer with respect at all times.
2. All Complaints irrespective of the channel would be taken promptly, seriously and attended with utmost attention. Customer is shown empathy while attending complaints.
3. We will always find, and fix root cause of the concerns raised by our customer so that there is continuous improvement to existing policies.
4. Our products and services will be created keeping customers centricity in mind.
5. We will be True, Fair and Transparent in all our communications with our customers providing open access to account information.
6. We will respect customer's account privacy. Information Security and Data Protection is extremely important for us and its guidelines need to be adhered in all customer dealings

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.

Query/Request and Complaints

1. 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.

2. Classifications of Requests /Query and Complaints:

The bank has defined Request, Query and Complaints so that customer issues are logged accurately.

Request:

A Request is an ask made by the customer for banking services / products.

Query:

A query can be defined as

- a question, often expressing doubt
- cross-checking for clarification/more information
- Customer checking status/ progress

All kind of requests and queries shall be attended on real time basis at branches and call center. Such queries need not be a part of the complaint management portal.

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". A complaint may be expressed in person, over the telephone or in writing.

All kinds of customer complaints shall be lodged in banks centralized portal at the source itself (either at branches or call center) and the complaint ticket number will be provided. These complaints will be handled as per the bank's internal grievance redressal mechanism and escalation matrix.

Applicability and coverage of the Policy:

- The policy is applicable to all branches and all personnel working in branches & Offices.
- Applicable to Central Office departments and staff involved in various departments.
- Customers from rural areas.
- Third party product distributed/ referred by the Bank.
- Any schemes introduced by the Government and serviced by the Bank.
- Applicable to Business Correspondents and Outsourced employees.
- Customers availing Small Saving Schemes of Government of India.
- Customers opening account under Pradhan Mantri Jan Dhan Yojana.
- All products available for customers by the bank from time to time.

Mandatory Display Requirements

- Complaint book with perforated copies should be available in the branches so as to instantly provide an acknowledgement to the customers
- Each branch should have a Complaints/suggestions box installed, which should be cleared on a daily basis
- Each Branch has an online link/QR code for customer's to register their complaints through online mode.
- At each banking outlet a notice explaining the Grievance Redressal Mechanism of the bank shall be prominently displayed.
- The name and contact particulars of the Nodal Officer of the Bank shall remain displayed in the branch premises and also on Bank's website to facilitate the customers to raise their grievances/suggestions regarding customer services rendered by the Bank.
- The Banking Ombudsman Scheme containing provisions of the Scheme as well as contact details of all the Banking Ombudsman Offices shall be made available to customers at all branches, and displayed on the bank's website.
- Copies of the Code of Bank's Commitment to Customers/ Fair Practice Code shall be made available to customers at all branches. Apart from this, the Code of Bank's Commitment to Customers shall also be displayed on the Bank's website.

Registration of complaints:

The Bank enables its customers to register complaints through multiple channels. The various channels available to customers are as follows:-

Customer Care Team: Customers can contact our customer care team over the phone or email, website, mobile app for redressal of issues. Dedicated telephone numbers and email Id are made available for all customers of the bank irrespective of the product they hold with us. Our contact details can be found on our website www.csb.co.in.

Call Centre Team: Customers can reach our dedicated toll free helpline, 24x7 over phone, the contact number and email IDs are updated on our website.

Branch: Customers can speak to the branch officials for resolution of their issues or register their grievances at the Branches electronically, in the Complaints/Suggestion Register or in the complaint form.

Self-assisted channels: ATM, WhatsApp Banking, Website CMS, Internet Banking and Mobile Banking, Social Media Handles.

Resolution of complaints:

This policy is governed by provisions of RBI/2015-16/59 DBR No.Leg.BC.21/09.07.006/2015-16 Master Circular on Customer Service in Banks and RBI/2019-20/67 DPSS.CO.PD No.629/02.01.014/2019-20 Harmonisation of Turn Around Time (TAT) and customer compensation for failed transactions using authorised Payment Systems

The turn-around-time for responding to a complaint is listed below to maintain transparency and commitment towards our customers:

- i) Normal cases (other than the one mentioned below): All complaints will be reviewed, and resolution is provided to the customer within a maximum period of 30 days.
- ii) Fraud cases, Legal cases and cases which need retrieval of documents and exceptionally old records: 90 days.
- iii) Cases involving 3rd party (other Banks): 30 days.
- iv) Chargeback related cases: 45 to 90 days or as per VISA/Master/RUPAY Card guidelines.
- v) Transactional disputes shall be categorized under separate categories viz “Disputes” and those transactional disputes pending for refund beyond T+1 day only will be considered as complaints.
- vi) If any case needs additional time, the Bank will inform the customer/regulator the reasons for the delay in resolution and provide expected timelines for resolution of the issue. ATM related complaints– As per Master Circular on customer service in banks, and Harmonization of Turn Around Time (TAT) and customer compensation for failed transactions using authorized Payment Systems the following aspect have been incorporated

ATM related complaints– As per Master Circular on customer service in banks, and Harmonisation of Turn Around Time (TAT) and customer compensation for failed transactions using authorised Payment Systems the following aspect have been incorporated:

- i) Time limit for reimbursing a failed transaction amount at ATM shall be T+5 Calendar days from date of transaction. Failure to do so shall entail payment of Rs. 100 per day by issuing bank.
- ii) The customer is entitled to receive such compensation provided a claim is lodged with the issuing bank within 30 days of date of transaction.
- iii) All disputes regarding ATM failed transactions shall be settled by the issuing bank and the acquiring bank through the ATM system provider only.
- iv) Complaints for the issue should be lodged with the card issuing bank only even if transaction was carried out at another bank's ATM. The Banks' Grievance Redressal Machinery will also deal with customer related issues relating to services provided by outsourced agencies providing services of financial or non-financial in nature.

Escalation of complaints:

Level 1: All front-end channels: Branch/Call Centre and Email ids of the bank for escalations are made available in all branches, website with escalation matrix, in absence of satisfactory resolution, customer may approach Zonal offices- Cluster Head, Zonal Manager in case of no/delayed response by the bank. The contact details are displayed on Grievance Redressal poster displayed at each branch .

Level 2: Zonal Nodal Officer/ Central Nodal Officer: If a customer is not satisfied with the resolution provided through the channels listed above and/or the timeline of the resolution/turnaround time (TAT) is breached, the customer can escalate the grievance to Zonal Nodal Officer/ Central Nodal Officer for Grievance Redressal as available on our website under complaint redressal.

Level 3: Principal Nodal Officer: In case the customer fails to get redressal from any of the above levels, the details of the Principal Nodal officer are also made available on our website.

In case of non satisfactory resolution, non/delayed response from Level I and Level II, customers can reach out to PNO. TAT for PNO escalated complaints are 21 days from the date of receipt at PNO office. Any complaint received directly at PNO office, bypassing Level I and Level II will be considered as normal complaint only.

Level 4:- The Bank has implemented RBI Internal Ombudsman Scheme. There is a separate detailed SOP document

covering various aspects of the Internal Ombudsman Scheme. The bank appointed Internal Ombudsman as an independent authority to review complaints that were partially or wholly rejected by the bank. The IO mechanism

was set up with a view to strengthen the internal grievance redressal system of banks and to ensure that the complaints of the customers are redressed at the level of the bank itself by an authority placed at the highest level of bank's grievance mechanism to minimize the need for the customers to approach other forum for redressal.

As per Internal Ombudsman Scheme, all complaints which are partly or wholly rejected by the bank will be invariably submitted to Internal Ombudsman for his review and concurrence. IO will not accept any customer complaints directly and any escalations to IO will be routed through the central grievance redressal team.

Escalation to the Regulator: Reserve Bank of India Ombudsman (RBIO):

It will be made known to the customer that if he / she had not received any reply within 30 days after lodging the complaint with the Bank or is not satisfied with the resolution provided by the Bank, then he / she may approach the RBIO for resolution, within one year after the complainant has received the reply from the Bank or, where no reply is received, within one year and 30 days from the date of the complaint.

List of Ombudsman Offices with contact details will be notified in bank's website as well as in the branches in line with the Reserve Bank Integrated Ombudsman Scheme, 2021.

The Nodal officers act under the guidance of "Branch Service Department-Branch Service and Quality Index Group" at Head Office who are promptly intimated of escalations at RBIO

All departments / verticals in the bank (e.g. business, legal, etc.) will provide all necessary support to the Nodal Officers for timely and satisfactory resolution of all complaints referred from RBIO Offices.

To operationalize the policy, the bank has 'Complaint Management Process' which covers operational aspect of handling customer grievances.

Handling of EBT (Electronic Banking Transactions) Related Complaints:

The Bank will strengthen systems and procedures to ensure customer protection in unauthorized electronic banking transactions as per RBI guidelines on Customer Protection - Limiting Liability of Customers in Unauthorized Electronic Banking Transactions dated July 6, 2017 Page 10 of 11 Customer Grievance Redressal Policy.

In the event of any unauthorized electronic banking transaction, the customer must notify the bank at the earliest. To facilitate such reporting customer can access multiple channels as follows:

- Complaints Form on website – Customer can report any unauthorized transaction by registering the complaint on the form available on the website.
- Call and Email – Customer can report any unauthorized transaction by calling or writing to 24x7 customer care. Contact numbers and Email ID is available in banks website.
- Branch – Customer can report any unauthorized transaction by visiting any of the branches PAN India

Customer Experience

- Every complaint received shall be logged into CMS- an omni tool to register and track complaints and the system shall acknowledge and generate a reference number.
- The acknowledgment and reference number shall be sent to the customer by SMS and mail
- The complaint shall be resolved for the best satisfaction of the customer as early as possible but in no case later than the TAT stipulated in this policy.
- Responsibility towards redressal of complaint is with Branch Leaders till Corporate office depending upon the nature & gravity of the complaint.
- On resolution of complaint, a communication will be sent to the customer followed by a Feedback link to rate his satisfaction level with the complaint resolution process.
- Complaints on credit cards received at the various channels (Telephonically or through online web form) will be captured

in CMS and be referred to the appropriate backend unit for necessary resolution as per the committed timelines.

- All complaints received by Senior Management/MD CEO office shall be handled by a dedicated staff under the Grievance Redressal team which will be taken up for priority processing.
- Regular dashboard, trends and Report shall be generated by Grievance redressal team and shared with senior management, Bank leaders on regular basis

Sensitizing Operations/ Front line/ customer facing / Contact Centre Staff on handling complaints

1. The Bank shall impart training on an ongoing basis to all employees on handling complaints/ redressal of grievances/ customer counseling.
2. Periodic reinforcements should be done for effective resolution of issues. Training and awareness measures to have the following key objectives:
 - Ensure prompt response
 - Provide complete resolution
 - Ensure retention and business maximization
 - Minimize escalations by getting it right first time
 - Overall Customer Satisfaction

Analysis and Disclosure of Complaints

The complaints will be analyzed

- to identify customer service areas in which complaints are frequently received.
- to identify frequent sources of complaint.
- to identify systemic deficiencies; and
- for initiating appropriate action to make the grievance redressal mechanism more effective

Analysis of customer complaints, with ageing and categorization will be placed to Customer Service Committee of Board on a quarterly basis along with RCAs, preventive and corrective measures taken to avoid such instances in future. The high severity complaints will be analyzed to remedy the causes and to avoid recurrence of complaints of similar nature in future.

The Statement of complaints and its analysis and unimplemented awards of the Banking Ombudsman will be disclosed along with the financial results as per the recommendation of The Committee on Procedures and Performance Audit on Public Services (CPPAPS).

Staff behavior related issues will be placed to Head-HR monthly to take necessary actions if any.

Complaints Feedback Loop with the Customer

- Feedback Form via Grievance redressal QR code is introduced for collecting feedback from the customers on the complaint resolution provided
- CX team will access this data and arrive at RCA's, corrective actions and preventive actions
- CX team will coordinate with the functional units/ heads, branch leadership team and the IT team for arriving at point no. 2
- The erring units arrived post the RCA will be tagged under 4 major categories
- System **b**. Staff **c**. Customer **d**. Process
- Preventive actions will be by way of system enhancement, process re-engineering, journey corrections
- It will also be monitored and tracked, where preventive actions were taken but the issues recur

Relationship Managers Service Feedback Loop

1. Online Feedback Form Via QR code is introduced to obtain feedback from the customers on the services provided by their relationship managers – across verticals.
2. CX team will monitor the above feedback and conduct RCA for service deficiencies, if any reported

Periodic Review:

The Bank shall have forums at various levels to review customer grievances to enhance the efficiency and quality of customer services. Following forums to review customer grievances from time to time shall be set up as below:

- Board Level Committee for Customer Service: The Board level committee for Customer Service oversee the implementation of various customer service guidelines as mandated by Reserve Bank of India and Banking Codes and Standards Board of India. The Committee reviews customer service initiatives and deliberates innovative measures for enhancing the quality of customer service and improving overall service levels. This committee shall periodically review the unauthorized electronic banking transactions reported by customers or otherwise, as also the action taken thereon, the functioning of the grievance redress mechanism and take appropriate measures to improve the systems and procedures. The requirements for submission to the Board and further disclosure along with the financial results would be executed as per format provided in Master Circular on Customer Service in Banks. Bank shall report annually to the Board all awards given by Banking Ombudsman including unimplemented awards.
- Service Governance Council: - SGC meeting chaired by MDCEO has Head of Information Technology, Chief Operating Officer, EXCOs', ED and the Heads of related departments as its members. The meeting is conducted on regular frequency and focuses on building and strengthening customer service orientation in the Bank through initiating various measures including simplifying processes for improvement in customer service levels. SGC holds periodic review meetings to discuss service updates, ongoing projects specifically targeted towards improvement of customer service and appropriate actions arising from discussions.
- Service Committee Meetings-
 1. Standing Committee on Customer Service Meeting are being conducted on a quarterly basis.
 2. Branch Level Service Committee Meeting are being conducted monthly on a pre communicated time across all branches in the bank.

The Bank constitute a forum to enable customers' meet and interaction with senior managers of the Bank at a Branch or zonal office on pre communicated dates and times with the following objectives:

- Synergize open communication and seek holistic customer feedback on services provided by the Bank
- Enable Senior Management to get first-hand experience of Customer expectations
- Provide information on product, processes inquired by the customers build trust amongst customers for our services & enhance client experience.

The Customer Service Team carries out the following specific functions:

- Evaluate feedback on quality of customer service received from various quarters.
- Review comments/feed-back on customer service and implementation of Bank's Code of Commitments to Customers formulated by Banking Codes and Standards Board of India (BCSBI).
- Review complaints related to non-compliance of Code of Commitment
- Submit report on its performance to the SGC and CSC of the board at regular intervals.

Grievance Redressal Mechanism for Mutual Fund distribution

Under grievance redressal mechanism for Mutual Fund distribution, customers can approach any of the offices or service centers of the Bank to register a complaint.

- All complaints will be recorded in the complaints system/register and due acknowledgement will be issued to customers with a unique reference number for tracking of complaints.
- The complaints of the customers if they are against the Bank will be duly reviewed and if required, investigated suitably and adequately.
- Due response will be issued to the customer in writing along with review or investigation findings if any and escalation matrix, so as to facilitate escalation in case customer is not satisfied with the response of the Bank.
- In case the complaint is against the Asset management Company (AMC), it will be taken up by the Bank with the respective AMC for speedy resolution
- Due response will be issued to the customer in writing along with review or findings if any from the respective AMC
- As and when required, the complaint will be dealt with at the appropriate senior level of the Bank / AMC, as per the escalation matrix, for timely and proper resolution.

In case if it is not resolved within the stipulated time or if the customer / client is unhappy with the resolution, the customer can approach SEBI by registering on SCORES portal (www.scores.gov.in). The complaint will be redressed within 30 days of the receipt of the grievance through SCORES.

Grievances related to Collections:

Collections related grievances shall be forwarded to the collections department for appropriate resolution. A Code Compliance Officer shall be appointed by the bank for Retail Asset and Credit Card Collections. The name and contact number of the code compliance officer is published in Bank's website to facilitate escalation, if required.

Grievances related to services provided by Outsourced Agencies of the bank:

The grievance redressal channels of the bank shall be available to deal with issues relating to services provided by Outsourced Agencies.

- The Department, which engages the outsourcing agency, shall act as Grievances Redressal machinery within the bank for the outsourced service and give wide publicity about it. An officer shall be designated from the Department as grievance redressal officer and his contact number shall be made known. The designated officer should ensure that genuine grievances of customers are redressed promptly without involving delay. It shall be clearly indicated that bank's Grievance Redressal Machinery will also deal with the issues relating to services provided by the outsourced agency.
- Generally, a time limit of 30 days shall be given to the customers for registering their complaints / grievances. The grievance redressal procedure of the bank and the time frame fixed for responding to the complaints shall be placed on the bank's website.
- If a complaint does not get satisfactory response from the bank within 30 days from the date of his lodging the complaint, he will have the option to approach the office of the concerned Banking Ombudsman for redressal of his grievance.
- Outsourcing arrangements should not affect the rights of a customer against the bank, including the ability of the customer to obtain redressal as applicable under relevant laws.
- A robust redressal mechanism should be available, which in no way should be compromised on account of outsourcing.

Social Media Complaints:

Bank is having a robust mechanism to review the social media complaints. All such cases are attended centrally and timely reverts are being provided. Social media complaints are also captured in bank's centralized portal and ticket will be generated. Branch service department centrally monitor the same and ensures timely resolution and closure.

Grievances related to Credit Cards :

Bank started credit card business, and a concrete system of handling credit card related complaints have been implemented in the bank. All credit card related complaints received at bank will have to be registered in banks CMS portal and such complaints will be taken up with Credit card department, who will have the ownership of such complaints. Branch service department will directly handle the regulatory complaints if any.

CIC related complaints :

CIC related customer complaints will be taken up with Credit department for necessary verification and necessary action. TAT will be monitored centrally at credit department to avoid non compliance of RBI guidelines.

Use of unparliamentary language by Customers

At CSB Bank, we firmly believe that we are customer centric and customer focus is a core value on which we base our business philosophy and objectives. Our personnel are committed to be polite, courteous and respectful in their interaction with customers.

While it has always been the endeavor of our staff to resolve all issues raised by a customer, in exceptional circumstances, it is possible that despite the best efforts of our staff, a customer may feel dissatisfied as issues may not be resolved to their satisfaction. This could be due to reasons not within the control of your Bank viz. systems downtime, policy, network, compliance and so on.

While most of our customers understand such operational constraints of the Bank, a few resort to sending communication, the content of which leaves a lot to be desired as the language tends to be provocative, unparliamentary, rude and disruptive. While such a reaction from customers may be borne out of anxiety, it is needless to mention that it impacts the morale, dignity of our employees and consequently the service to be rendered to such customers.

Under such circumstances, to avoid embarrassment to both the sides, we may be constrained to advise such customers to close all their relationships with our Bank forthwith.

We earnestly hope that our customers would not resort to a behavior leading to such a decision by the Bank as every customer is important to the Bank.

Upon approval, Standard Operating Procedure will be published based on this policy.

XXXXXXX