

# ***Customer Grievance Redressal Policy***

## **Introduction**

[Sagar Deposits And Advances Limited \(SDAL\)](#) is an NBFC Registered under section 45 A of the Reserve Bank Of India. Our motive is to serve our customers with hassle free financial services catering a wide variety of customers- both in rural and urban areas. We provide the right financial solution for the needs of our prospective clients, driven solely by three key value propositions- Flexibility, Innovation & Responsiveness. Because customers are frequently more flexible as they are believed to be more accepting and adaptable to innovative technologies and trends making them much faster to transform compared to bigger enterprises and companies. SDAL has exclusively worked on supporting our clients and have out performed in it. Customer focus is one of the crucial core values of [Sagar Deposits And Advances Limited \(SDAL\)](#) /the Company). The Company has a holistic approach towards setting up service standards and continuously improvising customer experience based on market practice as well as customer feedback. The Company ensure to provide multiple channels to customers to provide feedback on the services of the Company as well as lodge their grievances. The Company aims to ensure quick and effective handling of customer grievance, as well as prompt corrective & preventive action (including correction of the process, wherever required) in order to avoid recurrence. In order to meet the above objective, the Company has outlined a framework for redressal of customer grievances and documented it in the form of a policy for the reference of customer touch-points. The Company shall ensure that the Customer Grievance Redressal Policy is also available in public domain (on its website and at branches).

## **Overview**

The company's policy, on Grievances Redressal has been formulated considering the following:

- 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 company and their rights to alternative remedy, if they are not fully satisfied with the response of the company to their complaints
- The company will treat all complaints efficiently, transparently and fairly as they can damage the company's reputation and business if handled otherwise
- We operate to an agreed and documented complaints process
- The company employees must work in good faith and without prejudice to the interests of the customer
- The policy document is available at the branch and Branch Manager can be contacted for issues pertaining to the same

## **Objectives of CGRM**

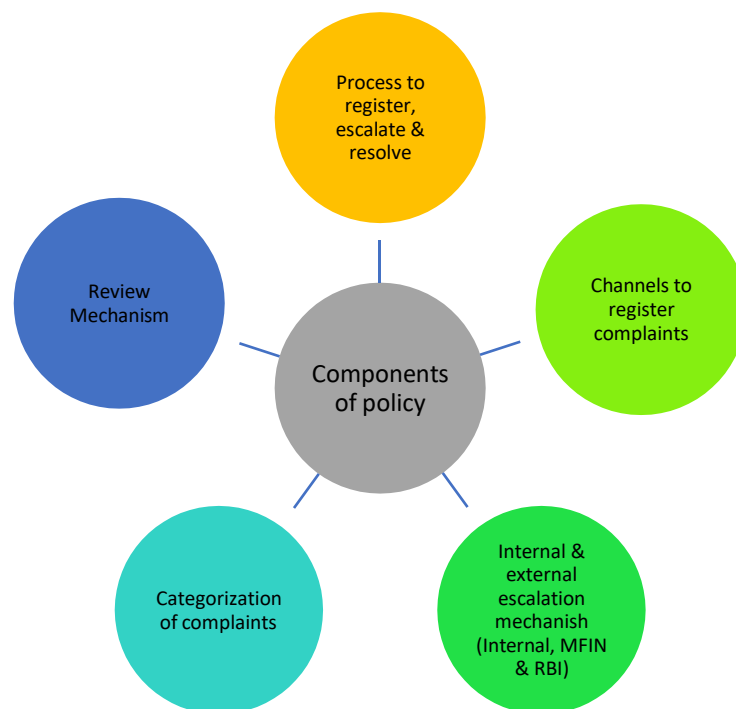
The objective of the Policy is to put in place an effective mechanism of minimizing instances of customer complaints through proper service delivery and prompt redressal of customer's grievances with the ultimate objective of providing the best possible customer service and experience:

- a) To Inform [SDAL](#)'s Clients and staff about grievance redressal policies and procedure

- b) To Establish dedicated feedback and grievance redressal mechanism to correct any error and handle / receive complaint speedily and efficiently-
- c) To provide hassle free environment for registering customer complaints
- d) To protect the clients against fraud, deception or unethical practices
- e) To enhance the customer satisfaction level
- f) To mitigate the Employee risk
- g) To improve the portfolio quality at field level

### Regulatory Guidelines on CGRM

- a) SDAL must inform members regarding CGRM-
- b) SDAL must display contact number, toll free number, MFIN toll free number and details of Nodal officer of the region-
- c) Appointment of Grievance Redressal Officer
- d) SDAL should prepare a monthly report on grievances received, resolved and pending for a senior management review and periodic reports to the Board-



### Various modes to receive member's complaints in SDAL

#### Internal channels of complaints

- **Toll Free number of SDAL and Direct Customer Helpline numbers:** If customer doesn't get the resolution within decided TAT i.e. 3 days from complaint from Branch Manager, client can call to Customer Helpline number 0141-4364338 and **Customer Toll-free Number 1800-1800-047** of SDAL and register her complaints/queries to the Customer care executives who attend the calls.
- **GRO Number:** If the customer's complaints/ queries do not resolve within 3 days after the complaint registered in Toll-free number/ Helpline number, customer can approach

to [GRO](#) of [SDAL](#). Contact number of GRO [+91-9257017203](#)

- **Customer Grievance Email:** If customer want to write us, we have dedicated email id for customer grievances [INFO@SDAL.IN](mailto:INFO@SDAL.IN). The complaints, escalations received on this email treated equally as the complaint received on CGRM numbers.

### **External channels of complaints**

- **RBI Nodal Office** RBI nodal office [+91 141 2563794](#) in case if customer did not get the proper resolution from Organization even after the escalation to [CFO](#) of [SDAL](#)



### **Display of CGRM Numbers**

- 1) Company's Website
- 2) Branch Notice board
- 3) Customer Passbook

### **Communication of CGRM numbers to Clients**

- 1) MGT and GET: During group training, the clients are informed of their right to complain and the process of registering complaint are explained
- 2) Branch Notice board: Posters that explain the complaints mechanism will be displayed at the branch
- 3) SMS: Details of toll-free number provided on every SMS company push to customers whether it is disbursement message or repayment confirmation SMS.

As a financial service organization, customer service and customer satisfaction is the prime concern of [SDAL](#). This policy document aims at minimizing instances of customer complaints and grievances through proper service delivery and review mechanism. It also aims at ensuring prompt redressal of customer complaints and grievances.

## Classification of Grievance calls

Grievance calls in [SDAL](#) categorized into 3 major i.e.-Complaints, Escalations, Information. The grievance Officer who handles the customer complaints are given training on how to categorize the calls into different categories and also given a manual through which he/she can take the reference for putting up the calls in different category.

### **Definitions**

The policy is applicable to all clients – existing clients, drop-out clients and potential clients. common definitions used in the policy are:

- **Complaint** – We define a complaint as any expression of dissatisfaction, justified or not, about any aspect of our business. Examples include: complaints about delay in loan processing, rejection of loan application, delay in insurance claim, staff misbehavior, Misappropriation of funds, unauthorized activities or any serious issue to be classified as grievances
- **Escalations:** when the clients call to escalate anything or enquire about the products and services of [SDAL](#).
- **Information:** when the clients call to give information. For instance, change in the venue/ Day of the center meeting, Information about their instalments, KYC documents, death of a client/spouse etc. when clients call to give information. We retain information relating to the complaint, which helps us in analyzing the causes for the same. Addressing these causes will help us in reduction of the complaint numbers and providing a better service experience.
- **GRO:** [SDAL](#)'s appointed staff who is designated 'Grievance Redressal Officer' as per the RBI Fair Practice Code for NBFC-[ICC](#)'s
- **Resolution:** formal process of resolving a complaint raised by client.

## Complaint processing

An effective and efficient complaint processing system ensures that the customer complaints are resolved timely as per company policy and to the customers' satisfaction. Complaint processing involves several processes beginning with registering and acknowledging a complaint, bucketing them as per company policy, forwarding the complaints to concerned department and employees, tracking the complaints for timely and appropriate resolutions, escalating the complaint if required, intimating customers about the resolution status and taking customer's feedback with respect to resolution provided.

Complaint processing entails following steps:

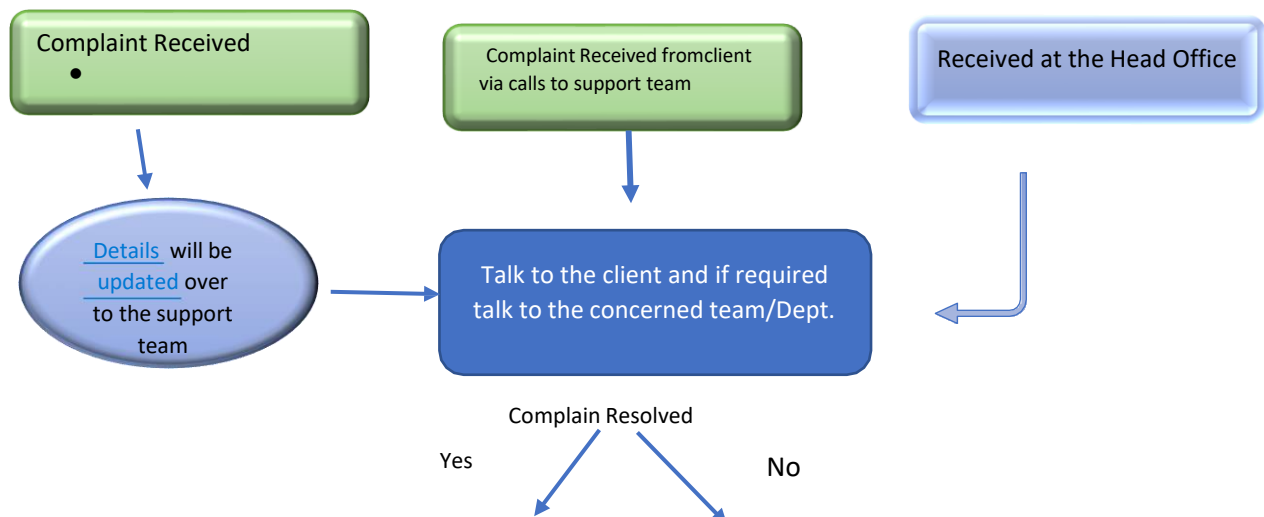
- **Registering the complaints:** Customer can call to any of the number provided & register his/her complaint. In [Sagar](#) , All the complaints registered through [call](#). Details of complaint along with customer detail had been captured by customer grievance call executive.
- **Providing acknowledgement to customers:** As soon as complaint is registered, customer grievance redressal [Executive](#) inform customers about the process & tentative time to close

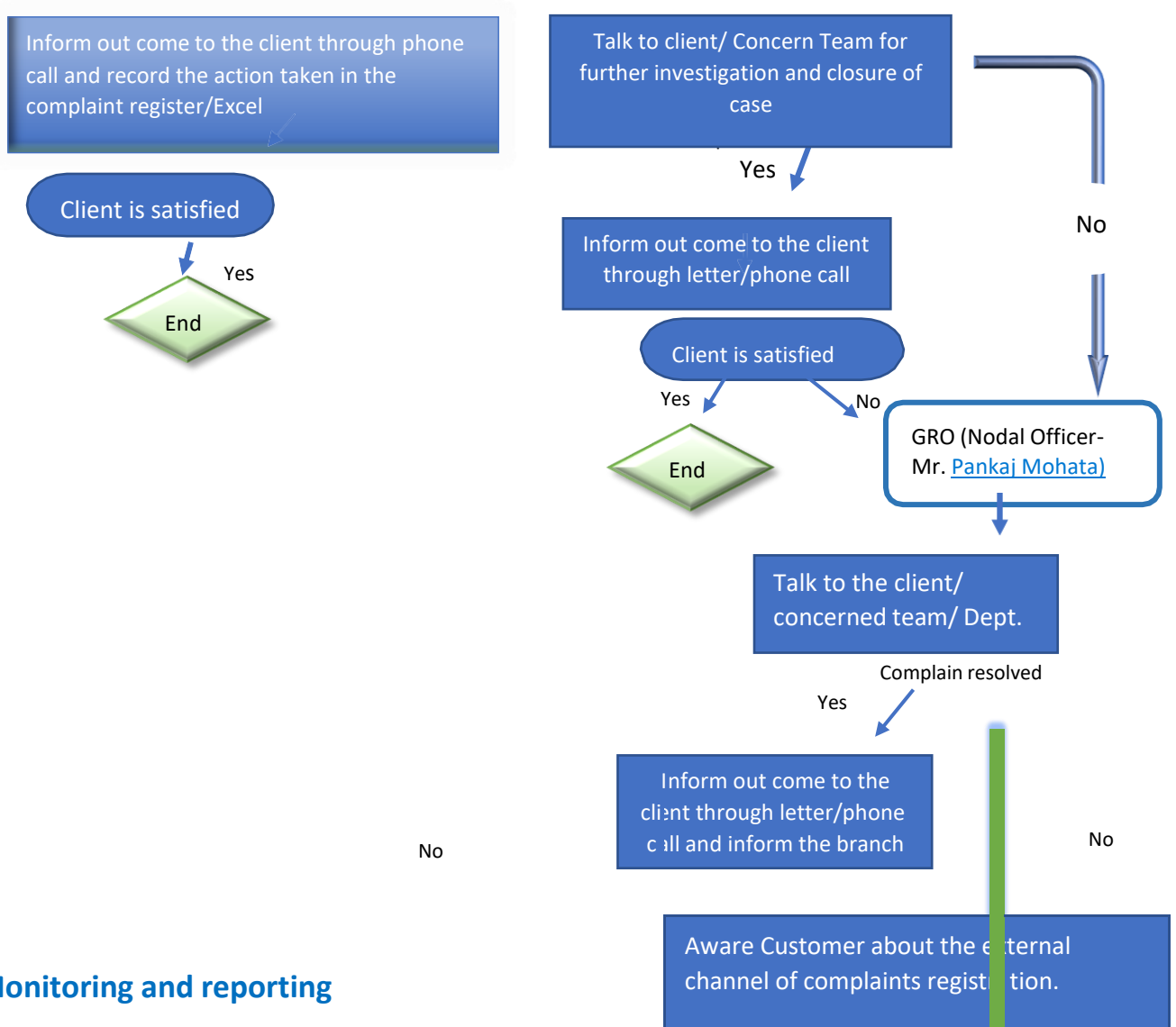
the complaint. If Customer call executive feel that some documentation is pending from customer side, they inform the customer regarding the same. If they feel that this is not actually complaint but there is lack of awareness on customer side. CCE will update customer regarding same. Acknowledgment is important as it helps to manage customer's expectations. Additionally, the acknowledgement can provide the details of next escalation level available to customer in case the complaint is not resolved within specified turnaround time.

- Categorization of Complaints:** The nature of complaints differs widely. An early assessment of the nature of complaint is necessary for effective and efficient handling of complaints. Categorization helps in assigning priority, assigning complaints to people/ departments based on complaint categories and assigning different turnaround times (TATs) to different type of complaints. We have categorize & sub categorize the complaints on the basis of severity of complaints and TAT has decided accordingly.

Sr. No	Category
1	Disbursement
2	Loan processing
3	<a href="#">Finance</a> Data
4	Pre-closure
5	Repayment Practices
6	loan repayment
<a href="#">7</a>	<a href="#">Detail of</a> product
<a href="#">8</a>	Employee Behavior
<a href="#">9</a>	Regarding SMS
<a href="#">10</a>	Others

- Capturing customer feedback:** After complaint has been resolved by the relevant department, CGRM team call the customer to update them about the resolution provided to them & to understand the satisfaction level of customer. There should be a provision to relook into the issue if the customer is not satisfied with the resolution provided. QA (Quality Assurance) also call to a small sample size customer whose complaints already closed by CGRM team to take her feedback and satisfaction with the complaint. In case customer is still not satisfied, the escalation of the Customer complaint may be facilitated.





## Monitoring and reporting

A robust monitoring and reporting mechanism for CGRM is essential to measure the effectiveness and functioning of the CGRM and extract greater value. CGRM team provide feedback about various products & processes to management on the basis of call received from customers & also give suggestions regarding the demand of members. Monitoring and Reporting has three parts to it as under:

**Analysis:** We consolidate all the complaints received through different channels and analyses them for trends based on nature/cause of complaints, origin (branch, location), product etc. Analysis of customer complaints can give rich information about the operational gaps, reasons of customer dissatisfaction and rising awareness about company's CGRM amongst the customers.

**Review:** To understand the efficacy of the CGRM, the company is doing periodic review of the CGRM. Such audit covers all elements related to CGRM such as adherence to policy, employee awareness of CGRM, customer's orientation on CGRM (trainings, disclosure, awareness) and processing of complaints. In processing of complaints, audit should check if all complaints are appropriately registered, handled and resolved, adherence to TAT, degree of satisfaction with the resolution provided as reported by customers.

**Reporting:** The Fair Practice Code of the RBI for NBFCs mandates the board to review the functioning of CGRM. We present the data of customer complaints to board yearly. The board review the CGRM complaints and audit reports and based on this information should consider providing necessary feedbacks to different departments within the company.

## Review Mechanism

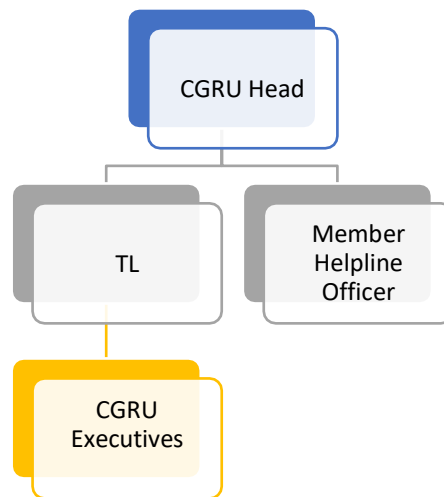
**BOD** ensures the implementation of Grievance Redressal policy Mechanism at Branch as well as at Head Office level by conducting [review quarterly/half-yearly/annually](#). At the time of Branch audit, Auditor cross verify whether all the grievances reported by members through Suggestion Box & all other channels has been addressed or not. If any discrepancy will find at any point, same will be reported to the Grievance Redressal Officer.

## Review

All the grievances/ complaints are put before Board and Board Management Committee for their consideration and review as per following time frame

- Audit Committee: Quarterly Basis.
- Board of Directors: Half yearly/[Annual](#) basis.

## Structure and KRA of CGRU Department:



### 1) KRA of CGRU Executives

- Attend the 100% calls landed on inbound process numbers like Toll free, helpline & GRO.
- To ensure that all the escalations of members should be resolved during the call.
- To ensure the quality calling as per script.
- To share the daily productivity with team leaders.

- To participate in all the training & activities conducted by team leaders & managers.
- Daily report to operations team through email or call regarding high risk complaint received.
- Taking follow up from branches, DMs, various departments regarding closure of escalations & complaints
- To ensure that all the members who are not satisfied with solution provided by caller must be escalated in disagree escalation on daily basis.
- To update disciplinary tracker regarding any misconduct by employees.
- To ensure that all the escalations must be closed within TAT prescribed.
- To share their observations on the basis of complaint received from particular region with wider audience.

## 2) KRA of CGRU TL:

- To ensure that all calls landed on Toll free, helpline & GRO should be dialed & attended same day or within 24 hrs.
- To monitor the efficiency of each caller.
- To share daily productivity of callers with seniors.
- To take follow up of high risk issues & ensure that all complaints should close within TAT.
- In case of TAT breach, escalate the same to senior authorities.
- To share agreed reports with all stakeholders in desired frequency

## 3) KRA of member Helpline officer

- To ensure timely reporting of all desired reports by CGRU TL
- To analyze the reports of CGRU team
- To prepare analytical reporting & share with all stakeholders.
- To share region wise risk & complaints reports.
- To visit branches & aware the about the CGRU working
- To visit members who have escalated complaints at CGRU & check their satisfaction level.
- To do center meeting visits & aware members about escalation process.
- To train the branch about escalation process & various tools to escalate.
- To aware employees regarding HR toll free & whistle blower.

## Employee Orientation

To ensure that CGRM team is updated about the company's policy & processes, there is regular training & test of CGRM team by CGRM TL, QA & training team. We ensure that all the processes downloaded to CGRM employees on the same day of launch.