

## **POLICY ON CUSTOMER GRIEVANCE REDRESSAL MECHANISM**

DCB Bank Ltd is committed to provide adequate and reliable solutions to help its customers in their service requirements in a timely manner. We, as a prudent banker, consider customer satisfaction as a critical measure of our success.

### **Objectives**

- To deal with courteously and promptly any complaint or expression of dissatisfaction, received from the customer, relating to any financial service offered by the Bank, within a defined time-frame.
- We shall act in good faith and treat our customers fairly at all times.
- To strive continuously to improve our customer service quality through meaningful analysis of the complaints received with a view to enhance customer satisfaction and faith in us.
- Bank will treat all complaints efficiently and fairly as they can damage the bank's reputation and business if handled otherwise

### **Creating Awareness**

Customers will have full right to lodge a complaint with us, if they are not satisfied with the quality of services provided to them by the Bank. Customers will be provided complete information relating to the following for their convenience:

- Procedure for filing of complaint;
- Process for escalation of complaint to a higher authority in the Bank in case of delayed Or unsatisfactory response;
- Alternative remedy in case of dissatisfaction, if any, with Bank's response to their complaint, e.g. approach Banking Ombudsman's office

Appropriate displays will be put up at all branches and on the Bank's website containing the above information. All employees of the Bank will be trained to handle customer grievances efficiently at their end and be aware of the Bank's policy and processes thoroughly in the matter

### **Definition and Scope of Complaints:**

#### *Definition*

"Complaint" means a representation in writing or through other modes alleging deficiency in service on the part of the Bank and seeking relief thereof.

#### *Scope:*

- All account holders/card holders of the Bank
- Complaints emanating from rural areas
- Complaints relating to financial assistance provided to the customers under the Priority Sector and Government's Poverty Alleviation Programmes
- All account/card holders sourced through the Bank's business correspondents/outsourced agencies

- Third party products distributed by the Bank

## **Time Frame for Resolving Complaints**

- It is our endeavor to resolve complaints within maximum period of 15 working days.
- Due of any unforeseen circumstances, should it take additional time for resolution, customers will be sent an interim response intimating the expected date of resolution.

## **Channels and Escalation Mechanism for Complaints**

### **Level 1**

- **Customer Care Centre** : Customers may contact our Customer Care Centre
- **E-mail** : Customers can e-mail their complaints to [customercare@dcbbank.com](mailto:customercare@dcbbank.com). Non Resident Indian Customers may email [nri@dcbbank.com](mailto:nri@dcbbank.com). Loan customers may write to us on [loans@dcbbank.com](mailto:loans@dcbbank.com). Demat Account Holders may write to us on [demat@dcbbank.com](mailto:demat@dcbbank.com)
- **Branch** : Customers may approach any branch for resolution of their issues. Corporate Banking/SME/MSME customers may additionally speak to their respective RMs regarding their complaints/requests.
- **Internet Banking**: Customers can write to us by logging in to their accounts online.
- **Website** : Customers can also register their complaints at our website [www.dcbbank.com](http://www.dcbbank.com) by filling up the Complaints Form.
- **Mobile Banking for Liability and Asset customers**: The customers can login to our mobile banking applications
- **Letters** : Customers can write physical letters to DCB Bank Limited
- **Any other electronic communication** such as social media or any mobile phone applications
- **Business Correspondents**: The customers can write directly to our business correspondents for resolutions or to the Bank if they are not satisfied with the resolution provided by any of our business correspondents

### **Level 2**

If for any reason, the complainant is not satisfied with the resolution provided by Level 1, customer can escalate their complaint to:

- **Regional Nodal Officer**: The details of our Regional Nodal Officers have been provided on our website [www.dcbbank.com](http://www.dcbbank.com)

### **Level 3:**

If for any reason, the complainant is not satisfied with the resolution provided by Level 1 & 2, customer can escalate the complaint to:

**Principal Nodal Officer** on e-mail ID [nodal.officer@dcbbank.com](mailto:nodal.officer@dcbbank.com) or write to:

DCB Bank Limited

6th Floor, Peninsula Business Park, Tower A, Senapati Bapat Marg, Lower Parel, Mumbai-400013

OR

**Our Senior Management Team:** The details of our senior management team have also been provided on our website, [www.dccb.com](http://www.dccb.com)

**Level4:**

#### **Ombudsman**

If the customer is not satisfied with the resolution given by the Bank, within 30 days the complainants, may approach the **Banking Ombudsman** appointed by Reserve Bank of India under the Banking Ombudsman Scheme, 2006, for resolution of complaints relating to deficiency in banking services. The complaints under the Scheme can be registered on the portal (<https://cms.rbi.org.in>). The complaint may also be submitted through electronic or physical mode in such format and containing such information as may be specified by Reserve Bank to the Centralized Receipt and Processing Centre as notified by the Reserve Bank. The complaint, if submitted in physical form, shall be duly signed by the complainant or by the authorized representative.

#### **Internal Ombudsman**

Internal Ombudsman (IO) has been appointed at the Corporate Office of the Bank. IO is an independent authority and shall not handle complaints received directly from the customers or members of public. In other words, the Internal Ombudsman will deal only with the complaints that have already been examined by the Bank's internal grievance redressal mechanism and have remained partly or wholly un-redressed

#### **Review and Monitoring Customer Grievances:**

The Bank has an Integrated Complaints Management System in which complaints are logged for end to end resolution. An acknowledgement is provided for grievances that are logged to the complainant. Additionally, the Bank has established a nodal office team to monitor the customer grievances logged in the Bank on a regular basis. The Bank shall perform the following activities to review and monitor customer grievances:

- *Turnaround time and outstanding complaints*  
The team shall review and share with the management an analysis of the closure of cases including adequacy of closure and timeliness.  
Pro-active monitoring by the nodal office shall be carried out at a defined frequency on sample basis for frequent areas of complaints to raise issues to the concerned units including for cases not resolved or inadequately resolved or incorrectly logged. Complaints shall be reported as part of calendar of reviews prescribed by the RBI. In addition, reporting will be done to MD&CEO, Standing Committee of Customer Service and Customer Service Committee of the Board on a periodic basis.
- *Root Cause Analysis / Preventive Actions*  
A periodic analysis shall be carried out across complaints with a view to identify areas of complaints and require process review or a procedural change to avoid recurrence.

- *Voice of Customer*  
The Bank believes that Voice of Customer aims to enhance an organization’s products and services and increases customer loyalty and satisfaction. Key feedback / suggestions would be placed before various forums/committees on customer service
- *Constitution of Customer Service Committees*  
Branch Level Service Committee  
Our branches will hold customer service committee meetings every month to seek feedback/suggestions from the customers on our products, services and complaints management.

*Standing Committee of Customer Service*  
This committee, chaired by MD & CEO/designate will periodically evaluate customer feedback/areas of complaints, ensure adherence to the regulatory instructions on customer service , review service improvement projects / initiatives. It will include non-officials as its members to enable independent feedback on the quality of customer service rendered by the Bank.

*Customer Service Committee of Board*  
This sub-committee of the Board is responsible to approve/formulate and review various service policies and the compliance thereof, analysis of data of complaints, periodic survey of customer satisfaction, and any other service issues impacting the quality of customer service on a quarterly basis. This is with a view to strengthen the corporate governance structure and bring about ongoing improvements in the quality of customer service provided by the Bank.

**Review of the Policy:**

The policy will be reviewed once in two years or if there is a change whichever is earlier

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