



Grievance Redressal Policy

Bank of Baroda
Customer Service Department
Head Office,
Baroda

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GRIEVANCE REDRESSAL POLICY

1. Introduction

In the present scenario, excellence in customer service is the key competitive differentiator in the banking Industry.

However, Customer grievances are part of the business life of any corporate entity and inevitable, no matter how streamlined the businesses are. It is therefore desirable that the Customer grievances are acknowledged and dealt with effectively by developing an efficient system to ensure that they are resolved quickly and accurately.

Our Bank has adopted 6 core values, namely **Integrity, Courage, Innovation, Passionate Ownership, Excellence and Customer Centricity**. Customer Centricity basically means that our customers' interest lie at the core of all our action. Keeping in view the same, we have come out with a renewed Grievance Redressal Policy and have attempted to improve the experience of our customers across all banking channels.

2. Aim/ Objective

The bank has built an effective grievance redressal machinery to address customer issues. All the employees of the Bank will be made aware about the Grievance Redressal process. The bank's policy on grievance redressal is based on the following principles.

- Customers will be treated fairly at all times
- Complaints raised by customers will be dealt with courtesy and on time.
- Customers are fully informed of avenues to escalate their grievances/ complaints within the organization and their rights to alternate remedy, if they are not fully satisfied with the response of the bank.
- The bank employees will work in good faith and without prejudice, in the interest of the customer.
- Customer complaints and feedback are important to the bank, the root causes are analysed with the aim of eradicating /minimising grievances.

The policy document would be made available at all branches. This redressal Machinery is within the given frame-work of regulatory guidelines.

3. Framework

3.1 The definition of "Complaint":

"Complaint means a representation in writing or through electronic means containing a grievance alleging deficiency in services on part of the Bank, an employee, or Bank's vendor (third party or partner that the Bank may have tied up with for delivery services)"

3.2 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.
- C. Technology related issues

3.3 Registration of complaints:

Customers can lodge their grievances through various channels as mentioned below:

- **Branch:** Customers can submit their complaints to the branch officials for resolution of their issues. Alternatively, customers can drop their complaint/feedback in the boxes made available at the branch.
- **Contact Centre:** Customers can contact our Contact Centre personnel at the below given numbers for lodging the complaint.

Contact Centre	Personal Banking (Toll Free) – Debit Card / bob World (M-Connect) / Baroda Connect / UPI	1800 258 44 55
		1800 102 44 55
NRI (From overseas locations)	24x7 availability	+91 79 49044100
NRI (From India)	Toll Free No.	1800 258 44 55 1800 102 44 55
Operational Guideline Queries (NRI)	nribo@bankofbaroda.com	022-6884-3916 (10 AM to 5 PM IST)
IVR Services	To report loss of card / fraud / unauthorized electronic transaction	1800 258 44 55
		1800 102 44 55
Miss Call facility	Balance Enquiry	8468001111
	Mini Statement	8468001122
For PMJDY and other FI Schemes	Dedicated Toll Free No. (6AM to 10PM)	1800 102 77 88
For reporting the Unauthorised transaction related: Gift/Pre-paid/ Reloadable card -	bobsupport@cardbranch.com	1800 103 9586

- **Bank's website:** Complainant can register his/her grievance through the Online complaint Management Portal i.e. Customer Relationship Management (CRM) on our Bank's website. The online complaint Portal can be accessed via the link <https://bobcrm.bankofbaroda.co.in/onlinecomplaint/>.

An option to “Re-open” the same complaint within 15 days from the date of last resolution is also provided in the System, if the complainant is not satisfied with the redressal of the complaint. The bank will endeavor to close the complaint within 7 days of re-opening of the complaint. A complaint can be reopened twice in its life cycle. Thereafter, the complaint will be treated as closed.

- **CPGRAMS:** The customer can also lodge their complaints on Centralized Public Grievance Redress and Monitoring System (CPGRAMS), the complaint management portal of Government of India, Ministry of Personnel, Public Grievances and Pensions, Department of Administrative Reforms and Public Grievances. The CPGRAMS website can be accessed via the link <https://pgportal.gov.in/> .
- **INGRAM:** The customer has an additional facility to lodge his/her complaint(s) via the INGRAM portal. The said portal is monitored by Government of India, Ministry of Consumer Affairs, Food & Public Distribution, and Department of Consumer Affairs. The portal can be accessed via the link <https://consumerhelpline.gov.in/>
- **Social Media:** Customers may give their feedback on social media. Our Bank has its presence on the following Social Media platforms:
 - Facebook
 - Twitter - @bankofbaroda
 - YouTube
 - Instagram
 - LinkedIn

3.4 Recording & tracking of complaints:

Bank has developed a portal – CRM, i.e., Customer Relationship Management, where the customer can lodge his/her complaint. Various channels for lodging the complaint have been mentioned in point 3.3 of the policy already.

All complaints received in any mode, including physical form, by the Bank will be recorded and tracked for resolution in CRM portal. All complaints received in India is lodged in CRM and assigned to the respective Regional Office/ functional Departments for resolution.

A separate complaints book / register is also maintained at all the branches of the Bank. Complainants may also use this facility for registering their complaints / providing their suggestions at the Branch.

3.5 Acknowledgement:

- Acknowledgement will be sent to all the customers by way of a Reference Number, via email and SMS to the registered email ID and mobile number respectively.
- In case of receipt of complaint by Branch/other office through any mode other than CRM, the same will be lodged into CRM by the respective Branch/ other office and the Reference Number will be sent to the complainant.
- Using the reference Number, the customer can track the status of the complaint at any given point of time.
- Customers will be provided acknowledgement of receipt of complaint in physical format, if requested by the customer and also in cases where mobile number / e-mail addresses are not available.

3.6 Resolution of complaints:

- After Lodgment of the complaints by the customer, it is directed to the concerned resolver group, i.e. Regional Office(s) in case of Complaints related to Branch(es) and to concerned verticals in other cases (viz complaints related to ADC Channels, ASBA etc)
- An intimation will be sent to the customer on redressal.
- In case the customer is not satisfied with the resolution provided
 - He/she may escalate the grievance to next authority as per the escalation matrix mentioned in detail in point no. 3.8 of this policy.
 - He/she may escalate the complaint to concerned vertical head in case the resolution is given by any vertical other than Region(s).
- A dedicated Customer Service department has been set up at Head Office, Baroda, to assess the quality and timeliness of the resolutions provided. This department also analyses the root causes of the complaints and takes necessary steps to eradicate them.
- In case the Bank is liable to pay any compensation, the same would be paid to the complainant as per the provisions of the Customer Compensation Policy of the Bank. The compensation policy of the bank is available on the bank's official website as well.
- Redressal of complaints related to unauthorised Electronic Banking Transactions will be ensured as per Customer Protection Policy – Limiting Liability of Customers in Unauthorised Electronic Banking. The Policy is placed on website of our Bank.
- Customers have the option to provide their feedback upon resolution of their Complaint through CRM.

3.7 Turnaround Time

Bank will endeavor to redress complaints within a maximum period of 15 business days. However, specific turn around times (TAT) depending on the nature of complaints has been stipulated by NPCI, RBI and various other regulatory authorities.

In case, the bank requires more time to redress the complaint, Bank will intimate the customer and an interim response will be sent.

3.8 Escalation Matrix:

If the complaint in CRM portal is not resolved within the given time (TAT), the complaint is then automatically escalated to the next level, as per the table given below:

Escalation Matrix (Non – ADC)	
Escalation Authority	When to Escalate
Region (Initial Resolver)	One day prior to complaint crossing TAT*
Zone	On the day of complaint crossing TAT
Principal Nodal Officer	TAT + 1 Day
Departments / Verticals (ADC)	
Escalation Authority	When to Escalate
Level 1 (Initial Resolver)	One day prior to complaint crossing TAT
Level 2 (Dy. Deptt. Head)	On the day of complaint crossing TAT
Level 3 (Deptt. Head)	TAT + 1 Day
Level 4 (PNO)	TAT + 2 Days

*Turn Around Time is defined as per category of complaint(s) and is communicated to the customer at the time of lodging of complaint.

* The contact details of the Principal Nodal Officer has been provided on the bank's website, which can be accessed by clicking the link <https://www.bankofbaroda.in/grievance-redressal.htm> . However, the details have been provided below as well:

General Manager (Operation & Services)
 Bank of Baroda
 7TH Floor, Head office
 R.C Dutt road, Alkapuri
 Vadodara, Gujrat
 PIN-390007
 Phone No - 0265-2316792
 Email – cs.ho@bankofbaroda.com

3.9 Internal Ombudsman of the Bank:

As recommended by RBI, the bank has appointed an Internal Ombudsman. The Internal Ombudsman is an independent authority and is not a Bank of Baroda employee.

In case the Bank decides to reject a complaint or provide only partial relief to the complainant, Bank will forward such complaints to the Internal Ombudsman for further examination.

Complaints will be independently reviewed by the IBO (Internal Banking Ombudsman) and the decision of the Internal Ombudsman of the Bank will be binding on the Bank. However, the bank may in certain cases disagree with the decision of Internal Ombudsman, and such cases would be reported to RBI by the Internal Ombudsman and also by the Bank.

3.10 Escalation to regulator:

If customer's complaint is not resolved within 30 days or in case the customer is not satisfied with the response from the Bank (duly examined by Internal Ombudsman), customer may approach the Banking Ombudsman (RBI). (The details of BO are made available on the Bank's website and branches).

The Bank reserves the right to modify its Grievance Redressal Process in the light of any change as per notification by the Regulators or as per requirement of the Bank as such.

3.11 Root Cause Analysis of complaints

Bank's aim is to minimize instances of customer complaints. Bank will make efforts to conduct root cause analysis in areas where bank receives large numbers of complaints/ complaints of repetitive nature to identify weak areas if any. This review mechanism will help the bank in identifying shortcomings (in product features, services or technology) and taking necessary measures to address the same.

The bank identifies the categories of complaints, which require a root cause analysis, based on frequency/ gravity of such complaints. The concerned verticals, to which such complaints pertain, then conduct a Root Cause Analysis and put in place necessary checks / implement changes, if required, as per the analysis conducted. The Details of the Root Cause Analysis is then apprised to Customer Service Committee of the Board, in its meeting held at quarterly intervals.

4. Forum to Review Customer Grievances and Enhance the Customer Experience.

4.1 Customer Service Committee of the Board

This Customer Service Committee of the Board shall address the following:

- Issues such as treatment of death of a depositor for operation of his account
- Formulation of Comprehensive Deposit Policy
- Product approval process with a view to suitability and appropriateness
- Annual survey of customer satisfaction
- Tri-ennial audit of such services

A statement of complaints is placed before the Customer Service Committee of the Board every quarter. The committee then:

- (i) Identifies service areas in which complaints are frequently received
- (ii) Identifies frequent sources of complaints
- (iii) Identifies systemic deficiencies, if any
- (iv) Initiates appropriate action to make the grievance redressal mechanism more effective.

All the awards given by the Banking Ombudsman are placed before the Customer Service Committee of the Board to enable them to address the issues of systemic deficiencies existing in the Bank, if any, brought out by the awards. All the awards remaining unimplemented for more than 3 months, with reasons, are placed before the CSCB to enable the committee to report to the Board such delays in implementation and for initiating necessary remedial action.

Composition of the Committee:

The Members of the Committee consists of

1. MD & CEO
2. All the Executive Directors
3. One of the Non-Executive Director

Permanent Invitees

1. Internal Ombudsman of the Bank
2. Vertical Heads
3. Two of its esteemed customers as its guest invitees, the committee will have representatives / customers as its guest invitees. The bank may change the representatives after two years

Convener – Chief General Manager (Operations)

In his absence, General Manager (Operations & Services) shall act as Convener.

Quorum of the Committee:

- Any Two Directors
- Any two of the permanent Invitees including one of our valued customers

4.2 Standing Committee on Customer Service

The committee would have the following functions.

1. Evaluate feed-back on the quality of customer service received from customers and other stake holders. The committee would also review comments/feed-back on customer service.
2. Ensure that all regulatory instructions regarding customer service are followed by the bank.
3. Consider unresolved complaints/grievances referred to it by functional heads responsible for redressal and offer their advice.
4. The committee would submit report on its performance to the Customer Service Committee of the Board at quarterly intervals.

The committee will have representatives / customers as its guest invitees. The bank may change the representatives after two years.

Composition of the Committee:

Member of the Committee:

- 1) Executive Director (in-charge of Customer Service)
- 2) Two esteemed customers as guest invitees
- 3) Vertical Heads

Convener – Chief General Manager (Operations)

In his absence, General Manager (Operations & Services) shall act as Convener.

Quorum of the committee:

- Executive Director (Head of Operations & Services)
- One of the Guest Invitees
- Either of CGM (Operations) / GM (Operations & Services) / DGM (Customer Service / Customer Experience)

4.3 Customer Care Aspects

Bank shall review Customer Care Aspects in the Bank and submits a detailed memorandum in this regard to the Board of Directors, once in every six months of Calendar year and initiate prompt corrective action wherever service quality / skill gaps have been observed.

5. Mandatory display requirements

All our Branches will make appropriate arrangement for:

- Display regarding mechanism for receiving complaints and suggestions.
- Prominently displaying of the name, address and contact number of Nodal Officer(s) including Nodal Officers appointed under Banking Ombudsman scheme.
- Displaying of Contact details of Banking Ombudsman of the area.

6. Interaction with customers

- 1- The bank recognizes that customers' expectations /requirements /grievances can be better appreciated through personal interactions with customers by bank's staff.
- 2- Our Bank has established Customer Service Committees at branch level in order to encourage a formal channel of communication between the customers and the Bank at the branch level. The said branch level committees include their customers as members. Further, one of the member of the committee at the branch level is a Senior Citizen, wherever possible. The Branch Level Customer Service Committee meets at least once in a month to study complaints / suggestions, cases of delay, difficulties faced/ reported by customers/ members of the committee and evolves ways and means of improving customer service. The branch level committees submit its monthly Report to respective Controlling Office(s). A quarterly report(s) on inputs / suggestions made in the Branch level Customer Service Committees

is placed before the Standing Committee on Customer Services, thus enabling the Standing Committee to examine them and provide relevant feedback to the Customer Service Committee of the Board for necessary policy / procedural action, if any.

- 3- Copy of RBI's latest month circular on Customer Service in Banks are available at all times to enable customer to peruse the same at the branches.

7. Periodicity of Review of the Policy

The policy will be effective and valid up to 31.12.2024. The policy shall be reviewed before the validity date, if there is any change in the guidelines issued by Reserve Bank of India or the Bank during the operative period. Guidelines received from RBI during the validity period of the policy will become part of the Bank's existing guidelines and will be incorporated in the policy document at the time of its renewal.

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