

# Customer Care Policy

March 2021



## **Background**

The Reserve Bank of India (RBI), on May 26, 2010, had set up a Committee on Customer Service, under the Chairmanship of Shri M. Damodaran. Many recommendations were given by the Committee with a view to improve the standards of service in Banks and to bring in a transparent and fair system for dealing with customers, which would result in uniform and high service standards across the Banking Industry. The Committee had submitted its report to RBI (August 03, 2011), which had directed Banks to implement those recommendations accepted by them. One of the recommendations was that Banks should have a Customer Care Policy.

Accordingly, in line with the recommendations of the Damodaran Committee, the Bank had formulated Customer Care Policy and the policy has been further revised in light of RBI's Circular on strengthening Grievance Redress Mechanism in Banks, as also keeping in view practices of select Peer Banks.

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## **1. Introduction**

The success of any organization, particularly of a service-oriented organization like a Bank depends on the quality of service offered to customers. Customers seek a Bank for the efficient and prompt service offered to them. As the customers are the biggest stakeholders for the Bank, the Vision Statement of the Bank “to be the most preferred and trusted Bank enhancing value for all stakeholders”, truly reflects the commitment of the Bank to enhance value to the customers by effective and efficient service delivery.

Towards this, the Mission statement of the Bank, inter alia, incorporates:

- Delighting customers with our excellent service and comprehensive suite of best-in-class financial solutions;
- Deploying world class technology, systems and processes to improve business efficiency and exceed customers' expectations;
- Encouraging a positive, dynamic and performance-driven work culture to nurture employees, grow them and build a passionate and committed work force.

## **2. Aims and Objectives**

In our endeavour to provide the best services to our customers, the Bank has formulated its Customer Care Policy. The policy guidelines aim to assist the staff in rendering high-quality customer service consistently and to continually improve its services.

The objective of this policy is to highlight the quality standards to be adopted by the Bank for rendering high-quality customer service.

## **3. Scope**

This policy is applicable across all branches / businesses and customer segments of the Bank, and is to be read in tandem/auto-correlated with the changes/modifications that may be advised by RBI and / or by any regulator and / or by the Bank from time to time.

The Policy may be reviewed annually or earlier if required.

This policy applies to all products and services offered by the Bank across all the channels. Complete information on the products and services offered by the Bank are available at all the Bank's branches and hosted on the Bank's website [www.idbibank.in](http://www.idbibank.in).

#### **4. Policy Framework**

In line with the Master Circular on Customer Service issued by the Reserve Bank of India and various Model Policies issued by the Indian Banks' Association (IBA), from time to time our Bank has already formulated and adopted various policies viz.:

- (i) **Cheque Collection Policy\*** – This policy covers all relevant aspects of collection process. Further the policy clearly provides for liability of the Bank by way of payment of interest when there is a delay in collection of cheques as against the standards set by the Bank.
- (ii) **Compensation Policy\*** – This policy details the guidelines whereby the Bank compensates a customer for any financial loss that he might incur on account of any deficiency in service / omission / commission directly attributable to the Bank.
- (iii) **IDBI Bank Deposit Policy\*** – The policy document recognizes the rights of depositors and aims at dissemination of information with regard to various aspects of deposits viz. acceptance of deposits, conduct and operations of various deposits accounts, payment of interest on various deposit accounts, closure of deposit accounts etc. for the benefit of customers.
- (iv) **Grievance Redressal Policy\*** – This policy document aims at providing prompt and efficient redressal across Bank's Customer touch point Channels and minimizing instances of customer complaints through proper service delivery and review mechanism.

- (v) **Customer Rights Policy\*** – The policy aims to enable the Customer to know before or during a relationship, his/ her rights and responsibilities in his/ her dealings with the Bank, ensure that the staff at all levels in the Bank are aware of the policy of the Bank in this regard, so that dealings with the Customers are uniform across geography & types of customers and are based on transparent standards/procedures and educate customers about their rights.
- (vi) **Customer Severance Policy** – This policy gives the rights and responsibilities of the Customer and Bank, should there be a severance of relationship between the Bank and the Customer
- (vii) **In-operative accounts and unclaimed deposits policy** – Providing framework for Classification of Unclaimed Deposits, finding whereabouts of the customer Grievance Redressal Mechanism for quick resolution of Complaints, Monitoring of transactions in such accounts, record keeping and Periodic Review of such accounts, guidelines with regards to transfer of unclaimed deposit amount to Depositor Education & Awareness Fund (DEAF) of RBI etc.
- (viii) **Operational Procedure for Settlement of claims of deceased depositors** – This operating procedure aims at providing a speedy resolution to the claimants/ legal heir(s) of a deceased Depositor/ Locker Hirer/ Safe Deposit custody holder
- (ix) **Unauthorized Electronic Banking transaction policy\*** – This policy aims at having a system whereby the Bank compensates a customer for any Unauthorized Electronic Banking transactions in line with the instructions of RBI. It also enables the Customer to know before or during a relationship, his rights and responsibilities in matters relating to ‘Electronic Banking Transactions’ so that the customer can take informed decision in this regard.
- (x) **Policy on Collection of Dues and Repossession of Security\*** – This policy aims at recovery of dues in the event of default and is not aimed at

whimsical deprivation of the property. The policy recognizes fairness and transparency in repossession, valuation and realization of security. All the practices adopted by the Bank for follow up and recovery of dues and repossession of security will be in consonance with the law.

- (xi) **Door-Step Banking Policy for Senior Citizens and Differently-abled Persons\*** – This policy details the various services offered to Senior Citizens & Differently abled customer at their door-step and the guidelines and processes related to the same.
- (xii) **KYC & AML Policy** – The policy aims at laying down a framework to prevent the Bank from being used intentionally or unintentionally, by criminal elements for money laundering or financing of terrorist activities by opening accounts in anonymous/ fictitious/ benami names. It also lays down process and controls for detecting and reporting suspicious activities and enables the Bank to understand financial dealings of customers to enable prudent risk management.
- (xiii) **Fair Practices Code for Lending\*** – This Code is a voluntary code adopted by our Bank, With a view to setting out Fair Lending Practices in a transparent manner. It is based on Fair Practices Code for Lenders guidelines issued by Reserve Bank of India (RBI)
- (xiv) **Citizen’s Charter\*** – This charter highlights IDBI Bank's commitments towards the customer satisfaction, thus ensuring accountability and responsibility amongst its officials. It promotes fair Banking practices and gives information in respect of various activities relating to customer service.
- (xv) **Code of Bank’s Commitment – BCSBI Codes\*** - These codes have been formulated by the Banking Codes and standards Board of India (BCSBI). The Bank on account of being a member of the BCSBI is in compliance with the codes i.e. (i) Code of Banks commitment to Customers and (ii) Code of Bank’s Commitment to MSMEs.

(xvi) **Coverage of deposits under the insurance scheme offered by Deposit Insurance and Credit Guarantee Corporation of India (DICGC)** – This scheme outlines that depositors in a bank are insured up to a certain amount for both principal and interest amount held by them in the same right and same capacity as on the date of liquidation/cancellation of bank's license or the date on which the scheme of amalgamation/ merger/ reconstruction comes into force.

(xvii) **Internal Ombudsman Scheme** - The 'Internal Ombudsman Scheme 2018' is introduced by Reserve Bank of India with the objective of enabling and ensuring a proper and speedy resolution of complaints of Bank customers at the Bank level by an independent apex level authority within the Bank

*\* These policies/ documents are available for customers on the Banks website [www.idbibank.in](http://www.idbibank.in) at Customer Care > Customer Education > Regulatory Disclosures. The physical copy is also available at all the branches of the Bank.*

These policies detail the guidelines for dealing with the customer service requirements under relevant situations and towards ensuring fair treatment to all the segments of customers (including the needs of special sections like senior citizens, differentially-abled customers etc.) in all dealings/interactions with the Bank. All such policies are being reviewed periodically.

The Bank shall ensure that these policies are further detailed in the form of operational guidelines/ procedures, as applicable, and communicated to all the staff to facilitate superior service to customers.

## **5. Review of Policy Framework**

The Bank has constituted Customer Service Committee of the Board (CSCB), which reviews major areas of customer grievances and measures taken to improve customer service. The Standing Committee on Customer Service (SCCS) has been constituted which evaluates the feedback on quality of customer service and would be responsible to ensure that all regulatory instructions regarding customer service are followed by the Bank.

Branch Level Customer Service Committee (BLCSC) has also been



constituted at all branches and provides a forum for direct interaction with a cross section of branch customers. Accordingly, BLCSC meetings are held on 15<sup>th</sup> of every month (on next working day, if 15<sup>th</sup> happens to be a holiday).

The internal inspection / audit of the Bank will address attributes on customer service and complaints management to give due representation to these elements in the final audit report.

The Bank shall strive towards implementation of the code of Bank's commitment to Customers and Medium and Small Enterprise (MSE) issued by the Banking Code and Standards Board of India (BCSBI) and shall provide thrust towards awareness of the Code. Bank shall also ensure comprehensive review of the code implementation to keep up the commitment to the Bank's customers.

#### **6. Employee Recruitment/ Training / Education around Customer Service**

- a) The Bank ensures that during the personal interview conducted for the recruitment, the interview panel assesses the candidates on general attitude, behaviour, communication skills, customer orientation skills and relationship management skill, in addition to subject matter knowledge.
- b) The Bank takes steps to ensure that the staff manning positions in the Customer Service Departments/Public Dealings in the Bank receive training so that customer's expectation from the Bank are met and efforts are made to provide best customer service. The customer complaints and service related issues are professionally handled so that there is no cause for customer dissatisfaction.
- c) The Bank has been providing dedicated customer service excellence programmes for its employees handling customer service in branches, besides training all officers in customer care/ service.
- d) The Bank also has developed online training modules on Customer Service for training its staff.

## **7. Customer Education**

The Bank shall strive to create awareness among customers on financial education through different mediums and technology and shall cover key segments of customers across geographies. The Bank shall adopt various approaches to proliferate financial literacy as part of a larger corporate strategy. The Bank shall give special impetus to educate customers in the use of technology in banking especially with regard to not sharing account credentials to third party and not to fall prey to unwanted SMS or Tele-Calls or mails from third parties.

## **8. Safe Banking**

The Bank is committed to provide the customers safe and secure online-banking as well as traditional-banking. The Bank has adopted several measures to enhance the security of customers' funds and protection of their account. IDBI Bank's "Do's and Don'ts of Banking", hosted on the Bank's website [www.idbibank.in](http://www.idbibank.in), sets out simple steps the customers can take to ensure that their money and personal details are safe and secure. Further Bank also periodically sends SMSs and e-mails to the registered mobile number/ e-mail ids of the customers for Safe Banking.

## **9. Customer Protection**

The Bank has embraced the following measures for Customer Protection:

- Formulated Customers Right Policy; which spells out the rights of the customer and the responsibilities of the Bank.
- Adopted Fair Practices Codes for Lending; which inter-alia covers general principles on adequate disclosures on the terms and conditions of a loan.
- Member of Banking Codes and Standards Board of India (BCSBI)

Apart from the above, the Bank regularly sends informative mails and advisories to the customers for protection of their account against unauthorized transaction. Further, in case of any unauthorized transaction, the same may be reported to the Bank through any one the channels viz. Phone Banking, Branch, Website, Email, etc.

It may be noted that, the rights and obligations of the customer for reporting

unauthorized transactions to determine customer's liability and the compensation payable by the Bank thereof would be governed by the Compensation Policy of the Bank which would be in consonance with the RBI circular on Customer Protection - Limiting Liability of Customers in unauthorized Electronic Banking transactions. The compensation payable by the Bank thereof would be governed by the Compensation Policy & Policy on "Unauthorized Electronic Banking Transaction" of the Bank which would be in consonance with the RBI circular on Customer Protection - Limiting Liability of Customers in unauthorized Electronic Banking transactions.

#### **10. Customer Grievance Redressal**

The Bank clearly recognizes grievance redressal as a vital component to customer service and has in place a well-defined Board approved Grievance Redressal Policy. The Bank has also implemented Standardized Public Grievance Redressal System (SPGRS) so as to ensure timely & qualitative redressal of complaints received from the customers and also to maintain escalation of complaints to Banking Ombudsman, RBI/regulatory level to a bare minimum. The Bank has also put in place a system whereby in case the Bank decides to reject a complaint and/or decides to provide only partial relief to the complainant, it would invariably forward such cases to the Internal Ombudsman (IO) for further examination. In case the customer is still not satisfied with the reply received from the Bank or has not received a reply within a period of one month of lodging the complaint with the Bank, the customer can approach the Banking Ombudsman under the Banking Ombudsman Scheme formulated by RBI.

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