

GRIEVANCE REDRESSAL POLICY

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SBI Cards Customer Grievance policy

A Customer Complaint is an expression of dissatisfaction from a Customer, requiring a response, about business activities performed by SBI Card or any of its employees or performed on their behalf by any third party.

SBI Card's policy on customer grievance redressal is based on following principles:-

- Customers are treated fairly at all times.
- A complaint is an expression of dissatisfaction made to an organisation related to its products, services, or the complaint handling process where a response or resolution is explicitly or implicitly expected.
- Complaints raised by customers are dealt with courtesy, honesty and on time.
- Customers are informed about the avenues to escalate their complaints/ issues / grievances within the organisation.
- Company will treat all complaints efficiently and fairly as they can damage the company's reputation and goodwill and lead to loss of customer's faith.
- Employees would work in good faith and without prejudice to the interest of the customer.

The customer is the focus of the organization's products, services and people. The business growth depends entirely on the satisfaction of the customers.

A grievance generally occurs on account of various reasons including:-

- Inadequacy of working/operational gaps in standards of services offered, expected and actual services rendered.
- Technological issues.
- The attitudinal/ behavioral aspects in dealing with the customers.
- Environmental or External changes which in turn impacts the overall working of internal processes.

Customer has the right to register his complaint/ grievance if he is not satisfied with the services provided by SBI Card. A suitable mechanism must therefore exist for receiving and redressing customer grievances courteously, promptly and satisfactorily. The details of grievance redressal mechanism must be in the domain of public knowledge.

There are various channels a customer can lodge his grievance – in person, by telephone, by mail/post or by email or by sending an SMS. If a complaint received by any of the above channel are not resolved within the prescribed time frame or he/she is not satisfied with the resolution offered, he can approach Nodal officer appointed by SBI Cards through email/ letter and if still not satisfied by the response he can approach Banking Ombudsman with his complaint or resort to other legal

avenues for grievance redressals. Once a complaint has been registered / received by SBI Card, appropriate measures for resolution of the grievances

Internal mechanism to handle customer complaints/ grievances

Registration of customer complaints:-

Our customers can register their grievances with us through various touch points :-

1. Dedicated 24*7 call center
2. By writing an e-mail to :-
feedback@sbicard.com
3. The Customer can lodge a complaint by written communication through Post / Courier / Fax to

SBI Cards & Payment Services Pvt.Ltd.

DLF Infinity Towers, Tower C,12th Floor, Block 2,Building 3,DLF Cyber City,
Gurgaon -122002(Haryana) India , Fax no 0124-2567131.

4. By sending an SMS "Problem" to 9212500888.
5. Through Twitter – Twitter@SBICard_Connect
6. Walk-in desk locations

Guidelines of handling grievances

A Customer Complaint handling process has been put in place to ensure adequacy of response, response time, prompt closure, entry into a tracking system and analysis of recurring issues and trends.

While handling the complaints recordkeeping requirements and local laws and regulations must also be adhered to. All customer interaction related to the complaints/ request should be preserved for future reference as per the Company's data/documents retention policy.

1. All complaints/grievance are recorded in our CRM system
2. Customers are provided with the customer reference Id to facilitate follow-up, if required and future references
3. Acknowledgment is provided to the customer for complaints received
4. Timelines are defined for the resolution
5. Close looping is done by communication of resolution to the customer
6. CRM is updated with every communication – email/letter sent to the customer
7. Periodic reporting and review by senior management
8. Analysis of recurring issues and trends

Ratings as detailed in the Issue Ratings (refer attachment) shall be the basis for escalation of Customer Complaints for raising Compliance, regulatory or integrity related concerns rated:

- **“Low”** shall be escalated to the Customer Service Head,
- **“Medium”** & **“High”** shall be escalated to the to the SBIJV CEOs & CCO and in appropriate forums

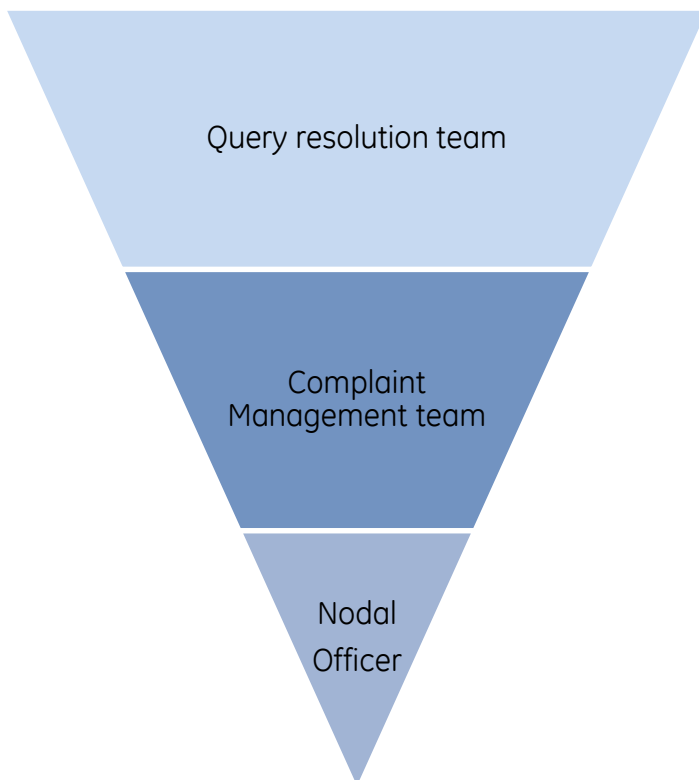
Grievance & Complaints Classification

The customer care personnel can come across various other types of complaints from Customers other than the types listed below. The list below is an indicative list & not an exhaustive list of complaint. Also the classifications prescribed by the Authority from time to time shall be adopted and incorporated in the systems. The customer communication with deficiency in product/ services is duly analyzed and when a service deficiency is identified, the same is treated as a complaint.

The categories of complaints are broadly classified as under:-

- I. Technology related: - Account information on website, issues with timely delivery of transaction SMS, IT breakdown leading to process delays.
- II. Transaction related: - Dispute on transaction done.
- III. Delivery related: - Delay in delivery of card(s)/ statements.
- IV. Offers on card: - Delay/dispute on fulfillment of offers.
- V. Payment related: - Delay in clearing / posting of cheques/ levy of charges.
- VI. Staff related: - Alleged harassment, misbehavior/ use of rude language.

Grievance handling approach



- Customer service representative at contact center
 - Dedicated customer service team for mail and calls
 - Walk - in desk for customer for faster resolution
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- Team of experienced managers and specialists
 - TAT and auto escalations through CRM tracked for adherence on service levels
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- Nodal officer appointed with in SBI cards
 - Individual with substantial years of experience in various departments
 - Reports to head of customer service

Grievance Redressal Mechanism

A multi-layered approach for resolution with dedicated centralized team by our service touch points (Query resolution team and Complaint management team) to address, investigate and resolve.

Grievance Redressal Cell

If a customer is not satisfied with the resolution provided by our service touch points, he or she can approach Grievance Redressal Cell by writing to Nodal Officer. A dedicated team who reviews all such grievances received and provides a resolution to the customer on priority basis. All such Grievances are entered into our Complaint Management System for further resolution.

Nodal Officer is a representative of Customer and ensures appropriate resolution by interfacing with different functions within SBI Cards.

Customer can contact Nodal Officer by email as well as by sending letters:-

- **Email:** - Nodalofficer@sbicard.com
- **Letter:**
Nodal Officer, SBI Cards
PO Bag 28- GPO,
New Delhi-110001

Responsibilities of Nodal Officer

1. Review the grievances received and resolve in co-ordination with departmental heads
 2. Liaise with respective functions for speedy closure of complaint
 3. Regularly review and suggest revisions (if needed) in the grievance handling procedures for the company
 4. Nodal Officer would share findings and relevant gaps in the existing processes and work with process owners to put in place corrective actions
- The Grievance Redressal Team handles all grievances received
 - An acknowledgement is sent to the Customer acknowledging his/ her complaint/grievance on receipt of the complaint/grievance. Simultaneously, Grievance Cell logs an interaction in CRM
 - If the Customer is not satisfied with the resolution provided by grievance cell, the Customer can go for next level of escalation.

Escalation

In the event, the customer is not satisfied with the resolution provided by the above touch points, then he/she can raise his/her grievance by directly writing to the next level:

1. Customer Service Head

In case customer is still not satisfied with the solution provided by Nodal, he or she can write to Customer Service Head with concerns at CustomerServiceHead@sbicard.com.

2. CEO

Even after getting a response from Customer Service Head, if a customer is not satisfied and wants to further escalate his complaint he can write to the CEO at CEO@sbicard.com

With this multilayered and robust grievance redressal mechanism the Company not only focuses on redressal but also ensures that the gaps in process are identified and are rectified at grass root level.

3. Ombudsman/Regulator

In the event a customer is not satisfied with the resolution provided by SBI Card, the customer can approach Banking Ombudsman for Redressal of his complaint/grievance.

The Grievance Redressal Mechanism and contact details of our Nodal Officer will be displayed on our website and in all our branches.

System Support & Tools for Grievance Management

Grievance management is supported by integrated CRM tool . The main functionalities of the system are:-

1. Complaint Recording and acknowledgement

All touch points can log a complaint through CRM system. The system generates a Complaint Reference No. which is communicated to the customer.

2. Complaint process for resolution and tracking

Once all touch points log the complaints in the system, the complaint status can be tracked by various stakeholders at any given point of time. The current CRM sends auto escalations to the next level in case the complaint is not resolved within the agreed TAT. MIS is also being getting shared with all the relevant stake-holders keeping them informed about the total number of complaints open and their TAT. The complaint is then resolved by the respective process owners. The resolution by the respective process owners is also communicated to the customer

3. View MIS basis Complaint Category, Classification, Turnaround time and by Location

Periodic MIS for review basis complaint category, classification, turnaround time and by location.

4. Turnaround time for complaints and escalations

In case of customer approaching us through any of our contact channel for queries or complaints, we shall initiate a confirmation of the query logged either through phone / email/ SMS immediately and the same shall get resolved either as a FCR or as per TAT defined basis the nature of query/ request (TAT can range from 1 Working day to 21 Working day) except cases which are of dispute nature, fraud related & KYC address change queries which can take upto maximum 260 Working Days.

In case of customer approaching our corporate center / customer queries or complaints routed through said office, we shall initiate contact with the complainant within 24 hours and attempt to resolve the query/ complaint on priority basis the nature of the complaint

Pre-empting occurrence of customer grievance & sensitizing operating staff on handling complaints

Customer grievance channel and Customer Experience team provides valuable feedback on quality of service and whether the initiatives taken by the Company in technology and re-engineering of business processes are having the desired impact on improved customer satisfaction. The Company also understands the importance of sensitizing the staff to handle customer transactions/requests with courtesy, empathy and promptness. CEC (Customer Experience Council) is organized every fortnight and chaired by the CEO where representatives of each function and Senior Management interact freely on service related issues. The company shall also conduct training programmes regularly for staff on customer service and minimizing customer grievances. The Company shall also conduct customer satisfaction surveys periodically to understand customer's perception of SBI Credit Card's service and to identify priority areas for improvement of customer satisfaction. In case of any lapse on account of CSR lapse, action will be taken as per HR policy.

Review and Monitoring process

Periodic Review

MIS is published on periodic basis to all departments. The MIS includes no. of complaints received against each department with current status on resolution and timeline. It also highlights top complaints for the department. MIS is also published to the highest level of senior management including CEO for review on monthly basis along with reviewed at ERMC (on a monthly basis) and CRB on quarterly basis. Certain Customer Service Metrics may also be shared with the Compliance Function as and when requested for. Quarterly report is shared with the SBICPSL Board as well.

Policy review

This Policy will be reviewed every year or earlier if necessary. Where the requirements of applicable local laws require a higher standard than those of this Policy/ to the extent that a local law conflicts with the requirements of this Policy, the local law prevails. We shall share a note "No amendment in the Grievance Redressal Policy" in case there is/are no amendments.