

## **Customer Grievance Redressal Policy**

### **Background:**

Customer Service is a key focus area of the Bank. Customer Service for the Bank is a holistic approach targeting consistent improvement in customer experience and quality of operations. We strongly believe that a satisfied customer is the most important factor in developing our business.

The Customer Grievance Redressal Policy outlines the framework for addressing the customer grievances.

The Bank shall ensure that the policy is made available in public domain (website and branches).

### **Objectives:**

The objective of the policy is to ensure that:

- All customers are treated fairly and without bias at all times
- All issues raised by customers are dealt with courtesy and resolved on time
- Customers are made completely aware of their rights so that they can opt for alternative remedies if they are not fully satisfied with our response or resolution to their complaint

### **Applicability/Coverage:**

**Complaint:** A complaint is a communication alleging deficiency in service and seeking relief by the customer for a service deficiency if the same is not resolved with the next working day of such communication. It also includes Unauthorised Electronic Banking Transaction (UEBT) disputes reported by customers.

This policy is applicable to all customers including:

- Customers from rural areas
- Beneficiaries of Financial assistance under Priority Sector and Government's Poverty Alleviation Programmes
- Customers from overseas branches/offices

- Non-Resident Indian (NRI) and/ or Person of Indian origin (PIO) customers who avail products or services from the Bank
- Pension account holders including those covered under Atal Pension Yojana, National Pension Schemes, Civil and Defence Pension and Employment Provident Fund Organisation Pension
- Third party product distributed/referred by the Bank
- Customers availing Small Saving Schemes of Government of India which includes Sukanya Samridhi Yojana, Public Provident Fund, Senior Citizen Savings Scheme and Kisan Vikas Patra
- Customers opening account under Pradhan Mantri Jan Dhan Yojana
- Customers availing Pradhan Mantri Social Security schemes which includes Pradhan Mantri Jeevan Jyoti Bima Yojana and Pradhan Mantri Suraksha Bima Yojana
- Customers making tax payment for which RBI has authorised the Bank, under Agency Business
- Any other schemes introduced by the Government and serviced by the Bank

### 1. Principles of grievance redressal:

The guiding principles of the approach to grievance redressal are as follows:

- Transparency:** The customer shall be provided with information regarding the channels they can access to service their requirements and resolve their issues. In addition, the turn-around-time for issues to be redressed, including investigation and resolution shall be communicated transparently.
- Accessibility:** The Bank shall enable the customers to avail of services through multiple published channels.
- Fairness:** The Banks approach towards grievance redressal is of fairness to the customer and fairness to the bank. It also promotes good and fair banking practices by setting minimum standards in all dealings with the customer.
- Escalation:** Information on the process of escalation of complaints to the next level, in case the customer is not satisfied with the resolution provided by the current level in the Bank will be made available in the branches/digital channel/Bank's call center.
- Customer Education:** The Bank shall endeavor to make continuous efforts to educate its customers to enable them to make informed choices regarding banking products and reduce errors in banking transactions.

- vi. **Review:** The Bank shall have forums at various levels to review customer grievances and enhance the quality of customer service.

## 2. Aspects of grievance redressal policy:

- a. **Registration of complaints:** The Bank enables customers to avail of services through multiple channels. The various channels available to customers for registering the complaints are as follows:

- **Customer care:** Customers can contact our Customer Care over the phone for redressal of issues or send an e-mail/letter to the mail ids/addresses displayed in the escalation matrix at the branches and on the website.
- **Branch:** Customer can speak to the branch officials for resolution of their issues or register their grievances through the complaint book available in the branches. Alternatively, customers can drop their complaint/feedback in the boxes made available at the branch.
- **Bank's website:** Customers can log a complaint through "Compliments and Complaints" link in the home page of the Bank's website. Customers can also write to the business heads of respective products, as updated on the "Contact Us" page of the Bank's website, in case they are not satisfied with the resolution provided through various channels.
- **iMobile:** Customer can seek resolution for their issues or register their grievances through the "More Service" option on the non logged in section of the iMobile app.

Customers for demat services can write to [headdemat services@icicibank.com](mailto:headdemat services@icicibank.com) in case they are not satisfied with the resolution provided through various channels.

- b. **Recording & tracking of complaints:** All the complaints received by the Bank and its overseas branches must be recorded and tracked for end-to-end resolution. All the complaints received in India must be lodged in Customer Relationship Management system (CRM) and assigned to respective groups for resolution. In case of non-availability of CRM in overseas branches, the complaints need to be registered in complaint register of the branch and the MIS to be sent to Customer Service Group (CSG) by the respective teams.

**c. Acknowledgement:** Acknowledgement shall be given to all the customers as mandated by the regulator of respective location. In absence of such guidelines by local regulator, the overseas branches shall formulate their own guidelines with approval of Head Service Quality.

**d. Resolution of complaints:**

- **Responsibility for resolution:** The business heads (branch heads in case of overseas branches) are responsible for the resolution provided by their teams and for the closure of customer issues.
- **Time frame for response:** The turn-around-time for responding to a complaint is:
  - Normal cases (other than the one mentioned below): A clear defined turn-around-time (TAT) depending upon the nature of issue is communicated to the customer at the time of lodging of complaints.
  - Fraud cases, Legal cases and cases which need retrieval of documents and exceptionally old records: 30 working days
  - Cases involving 3<sup>rd</sup> party (other Banks): 30 working days
  - Chargeback related cases: 45 to 90 days or as per VISA/Master Card guidelines.
  - For all the complaints received from the regulator, timelines as mandated by respective regulator will be adhered to and for overseas branches the timelines as mandated by respective local regulator will be adhered and the response will be routed through the compliance officer of the respective location
  - If any case needs additional time, the Bank will inform the customer/regulator the reasons of delay in resolution and provide expected time lines for resolution of the issue
  - Unauthorised Electronic Banking Transaction (UEBT): The Bank has formulated a Board approved Customer Relations Policy for unauthorised electronic Banking transactions reported by customers. The policy covers in detail, the liability of a customer in different scenarios. Complaints are resolved and liability of the customer, if any, established within such time, as may be specified in the Bank's Board approved policy, but not exceeding 90 days from the date of receipt of the complaint. To know more about the UEBT, please refer to the Customer Relations Policy. For details, kindly click:<https://www.icicibank.com/managed-assets/docs/personal/general-links/code-of-commitment/Customer-Relations-Policy.pdf>.

- **Compensation:** 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. To know more about the Customer Compensation Policy, please click <https://www.icicibank.com/customer-service-policies.page?>

**e. Escalation of complaints:** If a customer is not satisfied with the resolution provided through various channels, the customer can escalate the issues to the next higher level, as displayed in the escalation matrix available at the branches/Bank's website.

- **Principal Nodal officer:** If the customer is not satisfied with the resolution provided even after contacting various complaint resolution channels, the complaint may be escalated to the Principal Nodal Officer at:  
The Principal Nodal Officer  
ICICI Bank Ltd,  
Bandra Kurla Complex  
Mumbai 400051  
Or send e-mail to: [headservicequality@icicibank.com](mailto:headservicequality@icicibank.com). A detailed escalation matrix is available online at <http://www.icicibank.com>.

**Internal Ombudsman of the Bank:** The Internal Ombudsman is an independent authority and is not an ICICI Bank employee. The Internal Ombudsman of the Bank is a retired or serving officer, not below the rank of Deputy General Manager or equivalent of another bank/Financial Sector Regulatory Body, having necessary experience of minimum seven years of working in areas such as banking, regulation, supervision, payment and settlement systems and/or consumer protection. Complaints addressed to Principal Nodal Officer of the Bank, Senior Management and Banking Ombudsman which are partially or wholly rejected would be referred to the Internal Ombudsman of the Bank before communicating the decision to the complainant. Complaints related to frauds, mis-appropriation, etc. in respect of deficiency of service and cases pending such as consumer forum, courts cases, debt recovery, etc. would not be examined by the IO. The decision of the Internal Ombudsman of the Bank will be binding on the Business unit.

- **Escalation to regulator:** In case the customer is not satisfied with the response from the Bank, customers shall be provided the option of approaching the Banking Ombudsman (BO). The details of BO are made available at the branches and also on the Bank's website. Customer can also approach Banking Ombudsman directly in case the complaint is not resolved within one month.

- f. Quality of resolution:** The Bank shall conduct monthly quality audit to ensure proper classification and assignment of requests/complaints and to check whether the resolution is complete and correct. Quality scores to be shared with the key stakeholders at regular intervals and discussed in the meeting of the Standing Committee on Customer Service and also reported to the Customer Service Committee of the Board of Directors.
- g. Customer feedback:** The Bank shall have a structured program of customer surveys that are conducted to understand customer satisfaction with the services provided by the Bank. In addition to the periodic surveys conducted to gauge satisfaction with the transactions, separate surveys shall be conducted to obtain customer feedback on specific issues. In addition to structured customer surveys, feedback from customers shall also be obtained through branch level service meets and various questionnaires/meetings for improvement in customer service.
- h. Process improvements:** The product teams, channels and units shall ensure that the information on customer complaints and issues is used for process improvement. The complaints would essentially provide valuable insight into areas of improvement within the Bank's internal processes and procedures (including automated processes) that impact Bank's ability to conduct its business efficiently and successfully.
- i. Employee training and awareness:** Staff shall be periodically trained on the basis of handling and resolving customer issues. Issues or complaints shall be resolved based on the following principles:
- Prompt response within the stipulated time frame
  - Maximisation of customer retention at minimum cost
  - Correction of mistakes and errors quickly
  - Minimise further complaints

**3. Forums to review customer grievances and enhance the quality of customer service:**

- **Branch Level Customer Service Committee (MILAP):** The Bank has constituted the Branch Level Customer Service Committee (MILAP). MILAP acts as a forum to enable customers meet and interact with the senior managers of the Bank with the following objectives:
  - Collect customer feedback on services provided by the Bank
  - Enable senior managers get first hand feel of requirements / demands
  - Reduce information gap between customers and Bank

- Most importantly build trust amongst customers

The details of MILAP meetings, inputs/suggestions made at such meetings shall be reported to the Standing Committee on Customer Service for their examination and providing relevant feedback to the Customer Service Committee of the Board for necessary policy/procedural action.

- **Standing Committee on Customer Service:** The Customer Service Council (CSC) of the Bank functions as the Standing Committee on Customer Service. The Customer Service Council is chaired by a Working Director, Business Heads and the Heads of related departments are members of the Council. The Council shall focus on building and strengthening customer service orientation in the Bank through initiating various measures including simplifying processes for improvement in customer service levels. The CSC shall meet on periodic basis to review service updates, ongoing projects specifically targeted towards improvement of customer service and appropriate actions arising from discussions. The CSC carries out the following specific functions:
  - Evaluate feedback on quality of customer service received from various quarters
  - Review comments/feedback on customer service and implementation of Bank's Code of Commitments to Customers formulated by Banking Codes and Standards Board of India (BCSBI)
  - Ensure that the Bank follows all regulatory instructions regarding customer service and actionables pointed out by Committee on Procedures and Performance Audit on Public Services
  - Submit report on its performance to the Customer Service Committee of the board at quarterly intervals
  - The Committee also would consider unresolved complaints/grievances referred to it by functional heads responsible for redressal and offer their advice.
- **Customer Service Committee of the Board:** The Customer Service Committee of the Board overlooks the implementation of various customer service guidelines as mandated by Reserve Bank of India. The Committee reviews customer service initiatives and deliberates innovative measures for enhancing the quality of customer service and improving overall service levels. The Committee also reviews the functioning of the Standing Committee on Customer Service (Customer Service Council of the Bank).

**4. Reporting requirements:** The following reports shall be submitted to the Customer Service Committee of the Board as and when it meets. The reports shall include the following information:

- The total number of complaints received during the reporting period with Product wise summary of complaints. e.g. Liabilities, Credit Card, Home Loan, etc.
- Top issues emanating from analysis of complaints
- The total number of complaints outstanding at the end of the reporting period and ageing of outstanding complaints
- Claim pertaining to deceased depositors
- Review of Branch Level Customer Service Committee Meetings
- Half yearly review of activities of Internal Ombudsman
- Analysis of BO cases and Appeals to the Appellate Authority
- Analysis of complaints received at overseas branch
- Analysis of consumer court cases
- Update on Doorstep Banking services

Overseas branches should maintain data of all the complaints received and send periodic report to the CSG team for compilation and reporting.

**Enhanced disclosures on complaints:**

To ensure provision of relevant and important information to customers and other stakeholders, current set of disclosures in Annual report would be replaced with disclosures as specified in Annexure 1

**5. Operational framework for overseas branches:** The overseas branches shall formulate the process for handling customer complaints at branches in accordance with the prevalent regulatory guidelines. The branches shall acknowledge the complaints, update the customers on the status of the complaint and display the escalation matrix on the branch notice board/website. Additionally, the branches shall report the status of the complaints to the Corporate office at periodic intervals.

**6. Operational framework for third party products:** The Bank holds the license of a composite Corporate Agent with IRDAI for solicitation of life and general insurance business. The Bank will ensure adherence to the IRDAI (Registration of Corporate Agents) Regulations, 2015 with respect to redressal of grievances relating to insurance. The offices of the Bank where complaints related to insurance products sold by the Bank are received will acknowledge the complaint and facilitate redressal of the same within 14 days of the receipt of such complaint. The Bank will also ensure adherence to the Code of Conduct as prescribed under the Regulations.



- 7. Interaction with customers:** The Bank recognises that customer's expectation/requirement/grievances can be better appreciated through personal interaction with customers by bank's staff. Structured customer awareness meets are being carried out to give a message to the customers that the bank values their feedback/suggestions for improvement in customer service.
- 8. Dispute Resolution:** If the parties are unable to resolve the claim or dispute in terms of this Customer Grievance Redressal Policy within the period stipulated herein, the claim or dispute may be referred by means of applicable dispute resolution provisions in the relevant product or service terms and conditions/agreements. The terms and conditions/agreements of certain products and services provide for the claim or dispute to be referred for resolution by means of arbitration in terms of the applicable rules of Sama which shall be conducted (including for recording of evidence or tendering of documents), concluded and administered online by Sama through its website/platform [www.sama.live](http://www.sama.live) or mobile application.

**Annexure 1:****Enhanced disclosures to be made by banks on complaints and grievance redress****A. Summary information on complaints received by the bank from customers and from the Office of Banking Ombudsman (OBSs)**

Sr. No	Particulars	Previous Year	Current Year
	<b>Complaints received by the bank from its customers</b>		
1	Number of complaints pending at beginning of the year		
2	Number of complaints received during the year		
3	Number of complaints disposed during the year		
3.1	Of which, number of complaints rejected by the bank		
4	Number of complaints pending at the end of the year		
	<b>Maintainable complaints received by the bank from OBOs</b>		
5	Number of maintainable complaints received by the bank from OBOs		
5.1	Of 5, number of complaints resolved in favour of the bank by BOs		
5.2	Of 5, number of complaints resolved through conciliation/mediation/advisories issued by BOs		
5.3	Of 5, number of complaints resolved after passing of Awards by BOs against the bank		
6	Number of Awards unimplemented within the stipulated time (other than those appealed)		

Note: Maintainable complaints refer to complaints on the grounds specifically mentioned in BO Scheme 2006 and covered within the ambit of the Scheme.

**B. Top five grounds of complaints received by the bank from customers**

Grounds of complaints, (i.e. complaints relating to)	Number of complaints pending at the beginning of the year	Number of complaints received during the year	% increase/decrease in the number of complaints received over the previous year	Number of complaints pending at the end of the year	Of 5, number of complaints pending beyond 30 days
1	2	3	4	5	6
<b>Current Year</b>					
Ground 1					
Ground 2					
Ground 3					
Ground 4					
Ground 5					
Others					
<b>Total</b>					
<b>Previous Year</b>					
Ground 1					
Ground 2					
Ground 3					
Ground 4					
Ground 5					
Others					
<b>Total</b>					

Note: The master list for identifying the grounds of complaints is provided in [Appendix 1](#).

**Appendix 1**

**Master list of grounds of complaints to be used for disclosure on the top five ground-wise receipt of complaints by banks under Para 4 of the Annex**

1. ATM/Debit Cards
2. Credit Cards
3. Internet/Mobile/Electronic Banking
4. Account opening/difficulty in operation of accounts
5. Mis-selling/Para-banking
6. Recovery Agents/Direct Sales Agents
7. Pension and facilities for senior citizens/differently abled
8. Loans and advances
9. Levy of charges without prior notice/excessive charges/foreclosure charges
10. Cheques/drafts/bills
11. Non-observance of Fair Practices Code
12. Exchange of coins, issuance/acceptance of small denomination notes and coins
13. Bank Guarantees/Letter of Credit and documentary credits
14. Staff behaviour
15. Facilities for customers visiting the branch/adherence to prescribed working hours by the branch, etc.
16. Others

Last Reviewed date: 31<sup>st</sup> January 2022.