



Customer Service And Grievance Redressal Policy FY 2024-25 Version 4.0

Document Classification: Confidential

ADMINISTRATIVE OFFICE

**The Varachha Co-Op Bank Ltd., Surat
Multi State Bank**

**Sahkar Bhavan, Opp. Rushikesh Township,
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A. Introduction

In the present scenario of competitive banking, excellence in customer service is the most important tool for sustained business growth. Customer complaints are part of the business. As a service organization, customer satisfaction is the prime concern for any bank. The bank believes that providing prompt and efficient service is essential not only to attract new customers, but also to prevail over the existing customers.

B. Objective

This policy document aims at minimizing instances of customer complaints and grievances through proper service delivery and review mechanism and ensuring prompt redressal of complaints and grievances. The review mechanism will help in identifying the shortcomings in product features and service delivery. Customer dissatisfaction would tarnish the bank's name and image.

C. Channels available for customers to report grievance.

At The Varachha Co-Op Bank Ltd., we would like to assure you of the best of our services at all times. If you would like to share your valuable suggestion, opinion, experience, feedback or issues relating to services provided by the bank, register a complaint if dissatisfied with the services provided by the Bank. All customers are entitled to complaint through a various way.

At Branch Channel

At Remotely (Digital Channel)

Branch Channel

In writing, which can either be handed over to an officer or the manager of the Bank branch or dropped in the complaint/ suggestion box in the complaint book at branch.

Remotely (Digital Channel)

By calling the Bank's Toll free number 1800-258-7750. The timings of the contact center shall be banking working hours.

By submitting suggestions and complaint at Bank's website:

www.varachhabank.com in following links.

- **For Failed Transaction Complaints (ATM/POS/IMPS/UPI):**
<https://cms.varachhabank.com/>
- **For General Banking Complaints & Fraud Transaction Report:**
<https://www.varachhabank.com/pages/complaint-forms/>
- **Send Message on Email ID:**
customercare@varachhabank.in

D. Escalation matrix for customer complaints

Within the overall maximum period of 30 days within which a complaint needs to be redressed, there will be a prescribed escalation matrix for redressal of complaints at different levels in the organization. The matrix prescribes the time period for unresolved complaints / grievances to be escalated to the next higher authorities as under.

Level of Escalation	Lodging / escalation	Day of lodging / escalation	Days available for redressal
1	Branch	Day 1	10 days
2	Admin office Nodal Officer	Day 15	10 days
3	Asst. General Manager	Day 30	10 days

The complaint lodged by a customer is first assigned to the branch for redressal. If the complaint is not redressed within 10 days or if the customer is not satisfied with the reply, complaint will be escalated to the Admin Office (Nodal Officer) on the 11th day. If the complaint is not redressed within the next 5 days (15 days from day 1), the customer may further escalate the complaint to Admin Office (Asst. General Manager). In case if the customer is not satisfied with the reply or his grievance was not redressed within one month, he can approach the Banking Ombudsman. Branches should obtain complaint withdrawal / satisfaction letter where the complaints are withdrawn by the complainant or redressed to his / her satisfaction.

E. Centralized registry for recording complaints

The bank has developed an in-house module for recording the complaints received through various channels and it is installed in the bank's intranet. It could be used by all branches, Regional Offices and customer service cell, Head Office. Branches can view the complaints pending and submit reply in the system.

F. Policy Review:

This policy shall be reviewed annually or whenever any major changes required due to change in threat landscape or IT Infrastructure/ resources/ stakeholders of the Bank.

For THE VARACHHA CO-OPERATIVE BANK LTD.

GM / CEO

CHAIRMAN