

## I. Policy statement

We believe that excellence in customer service is an important imperative for sustained business growth. As a service organization, customer service and customer satisfaction are our prime focus. Our goal is to ensure that our customers receive exemplary service across all touch points of the Bank.

Reserve Bank of India (“RBI”) has laid-down regulations that require each commercial bank in India to resolve customer’s complaints in timely manner and formulate a policy on Customer Grievance Redressal to manage the risk related to treatment of customers and client complaints.

This policy document (Customer Grievance Redressal) aims at minimizing instances of customer complaints and grievances through proper service delivery & review mechanism; and ensures prompt redressal of customer complaints and grievances.

## II. Policy Scope/Applicability

The scope of the policy extends to all banking services which the bank offers to its customer (prospective or existing). As per RBI guidelines, broadly, a customer can be defined as a user or a potential user of bank services.

## III. Basic principles of Customer Grievance Redressal Policy (CGR Policy)

Bank’s policy on Customer Grievance Redressal is based on following principles:

- Customers be treated fairly and with courtesy at all times.
- Complaints raised by customers are dealt with efficiently and fairly with an intention to provide solution to the customer.
- Customers are fully informed of avenues to escalate their complaints/grievances within the Bank and their rights to alternative remedy, if they are not fully satisfied with the response of the Bank to their complaints.
- Bank would closely look at every identified complaint as an opportunity to relook at our processes critically.
- The Policy Document would be made available at all branches.
- The employees concerned would be made aware about the Complaint handling process.

## IV. Definition of ‘complaint’

A ‘**complaint**’ is deemed to have been received when one of the following conditions arise:

- The complaint is made by a client of the Bank or a direct recipient of financial service or product from the Bank orally or in writing.
- The client expresses a concern or dissatisfaction, inadequacy or incompleteness in the service or product which was agreed to be delivered to the client in terms of accuracy, timeliness, completeness or which results in a loss to the client.
- There has been a provision or non-provision of a financial service/product or redressal which causes material distress or material inconvenience to the client or direct recipient of service.

- A bank staff or representative has shown improper attitude or rudeness in their interactions with a client.

#### **V. Complaint handling and resolution process in the Bank**

The Bank has put in place a structured system for receiving, logging, resolving any customer complaint and also conducting a Root Cause Analysis (RCA). Employees are made aware of the complaint handling process and the learnings so that a similar error is not repeated.

- A customer can complain about any deficiency in our services to the dedicated Client Service Team executive, the Relationship Manager or the Branch Head concerned in writing or through email.
- After a Complaint is identified and logged-in to the Bank's system, a unique serial number shall be assigned to the Complaint along with Date of the Complaint, which shall be circulated to associate concerned for resolution by Client Service Team associate.
- The Client Service Team associate would be responsible for end-to-end resolution of the complaint and providing a response to the client.

#### **VI. Customer Service Committee (CSC)**

- The Bank has a Customer Service Committee which has oversight on all customer complaints received in the Bank.
- The committee meets on a quarterly basis to deliberate on customer service issues in the bank during the previous quarter.
- Complaints received in a quarter, are reviewed and discussed at CSC meeting.
- The Committee also reviews comments/feed-back on customer service received from various quarters.

#### **VII. Time frame**

- The Bank would respond in writing to all written complaints within 3 working days from the date of receipt.
- The Bank will take all steps to ensure that complaints are resolved within a maximum period of one month.
- The client complaint is acknowledged and the status of unresolved complaints are given to the clients on periodic intervals, by Client Service Team associate.

#### **VIII. Nodal Officer and other designated officials to handle complaint and grievances**

In case the complaint lodged with the dedicated Client Service Team executive, the Relationship Manager or the Branch Head concerned is not resolved to the client's satisfaction, the same may be escalated to the Nodal Officers appointed by the bank to handle such escalations.

The name, email ID and contact details of Nodal Officers are provided below:

1. Ms. Neha Aneja  
Nodal Officer  
Vice President, Head- India Client Services  
Bank of America N.A.,  
1st floor, DLF Centre  
Sansad Marg  
New Delhi -110 001

Email ID: [neha.aneja@baml.com](mailto:neha.aneja@baml.com)  
Contact No: +91-11-6616-2089

2. Ms. Vertica Saxena  
Nodal Officer  
Vice President, Client Services Manager  
Bank of America N.A.,  
5/F B Wing, Salarpuria Windsor,  
# 3 Ulsoor Road  
Bangalore – 560 042

Email ID: [vertica.saxena@baml.com](mailto:vertica.saxena@baml.com)  
Contact No: +91-80- 6600-6256

#### **IX. Mandatory display requirements**

Our Bank has the following in all our branches:

- Appropriate arrangement for receiving complaints and suggestions
- Display of the name, address and contact number of the Nodal Officer and Branch Head.
- Contact details of Banking Ombudsman of the area
- Code of Bank's Commitment to Customers

#### **X. Interaction with customers**

The Bank through various interactions/questionnaires/meetings obtains the customer's feedback/suggestions for improvement in customer service.

#### **XI. Sensitizing operating staff on handling complaints**

All the operating staff of the Bank are educated on our complaint redressal mechanism. The bank constantly strives to improve service levels and endeavours to redress any grievance of the customer so as to win their loyalty.