

Annexure D to Agenda Item No. 13



TATA CAPITAL FINANCIAL SERVICES LTD.

Customer Service and Grievance Handling Note

1. Background:

Customer Service is a key focus area of Tata Capital Financial Services Limited. Customer Service for us 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.

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

2. 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

This policy is applicable to all customers of Tata Capital Financial Services Limited and all the matters brought to the notice of Tata Capital Financial Services Limited through its recognised correspondence and interaction channels. This excludes the cases which are sub-judice.

3. Overview of Customer Service

Customer interactions are categorized as under:

- i. **Queries (Q)** - Customer requirements which can be attended to and closed immediately, without requirement of further processing.
- ii. **Requests (R)** - Customer requirements which need further processing.
- iii. **Complaints (C)** – Promise to customer not fulfilled or TAT breached. These can be further bifurcated as below-
 - a. Non closure of request within promised timeframe.
 - b. Deficiency in Promised services.
 - c. Breach of agreed terms and conditions.

All interactions with customers are recorded in the Customer Relationship Management (CRM) system as one of the above types (Q/R/C). The tagging is done based on the Business Process the interaction relates to and detailed scenarios of the customers' queries. A typical Q/R/C tagging is like:

Business Process	Attribute	Sub Attribute
KYC related	Address Change	Request_Change of Registered Address

Cases tagged as “Requests” and “Complaints” are assigned to a specific user/ user group whose responsibility it is to resolve the same.

Each Attributes Sub-Attributes (Scenarios) has a predefined TAT by which it needs to be resolved. An escalation matrix is defined in SFDC when QRCs are not closed within the stipulated TAT.

4. Aspects of grievance redressal policy:

- a. **Registration:** We enable customers to avail of our services through multiple channels. The various channels available to customers 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 on our website and branches.
 - **Branch:** A customer can walk in to our service branches and be attended by our service executives. The customer would need to fill-up a Customer Request Form (CRF). An acknowledgement is given to the customer for the service requested. In the CRF, the Case ID generated from the CRM system is also mentioned for future reference.
 - **Website:** Customers can login into the customer portal to avail self-service for various requirements, as well as to raise service requests, which get updated into the CRM system for resolution.
 - **TCL grievance section on website** - Tata Capital website provides contact options to customers through web chat facility. Queries from potential customers are addressed through the Chat. Existing customers with Queries, Requests and Complaints are directed to the Email channel.
 - **Mobile App:** Customers can login into the Tata Capital Mobile App to avail self-service for various requirements, as well as to raise service requests, which get updated into the CRM system for resolution.
 - **Other Digital platforms (Chat Bot, WhatsApp, SMS, Alexa, Google Assist):** We have now gone into the digital space where we have stated servicing customers through WhatsApp, Alexa and Google Assist. Through this he can avail of self service for various requirements, as well as to raise service requests, which get updated into the CRM system for resolution.

- **Social Media Network and On-line Forums:** All grievances and comments related to our products and services on Social media are scanned. This ORM (Online Reputation Management) team makes these available to the Central Customer Service team for resolution.
- b. **Recording and Tracking of QRC:** All the QRCs received by the company must be recorded and tracked for end-to-end resolution. These must be lodged in Customer Relationship Management system (CRM) and assigned to respective groups for resolution.
- c. **Acknowledgement:** Acknowledgement shall be given to all the customers with the expected Turn Around Time.

5. Escalation Matrix for Customer:

If any customer is not satisfied with the resolution received as per above mentioned process, customer has been given the opportunity to escalate as per our grievance matrix on our website. The details of grievance Redressal officers with escalation matrix is given below :

	Channel	Addressed to Internally
Level 1	Customer Care Team	CFAB - customercare@tatacapital.com / Customer care number CSFD - contactcommercialfinance@tatacapital.com / Customer Care Number Microfinance – Customer Care Number
Level 2	Grievance Redressal Officer	CFAB - Sudarshan Sharma CSFD - Farzeen Agboatwalla Microfinance – Farzeen Agboatwalla Wealth management - Sundareshwaran TS
Level 3	Principal Nodal Officer	Rajesh Kumar
Level 4	Ombudsman at RBI	

The Grievance Handling mechanism shall be governed as per the Reserve Bank - Integrated Ombudsman Scheme, 2021 read in conjunction with RBI/2021-2022/126 CO.CEPD.PRS.No.S874/13-01-008/2021-2022 November 15, 2021. The Grievance handling will also take into account the relevant guidelines under the Fair Practices Code prescribed by RBI.

Role of Principle Nodal Officer (Chief Grievance Redressal Officer)

In accordance with RBI guidelines, the company has a Principle Nodal Officer (Chief Grievance Redressal Officer – CGRO) whose role is primarily, as under:

1. To receive communications (primarily containing grievances) from customers (who use the escalation matrix), from various offices of RBI and to oversee resolution thereof by the Central Customer Service team.
2. To independently review the handling of QRCs received – based on summarized reports provided by the Central Customer Service team and to provide feedback, thereon.
3. To recommend changes in process/documentation/customer responses etc. for improvement of the QRC handling mechanism.
4. To periodically present a report on the QRC handling mechanism to the Board/Committee of the Board.

6. Standard Operating Procedure (SOP) for Grievance Handling is as given below:

		Maximum TAT (Working days)
1	Customer approached Tata Capital	T
2	Based on the customer requirement or concerns the case is tagged as QRC.	T+2 days
3	If SR type is Query, Same will get auto closed after resolving the customer issue. (FTR)	T+2 days
4	If SR type is Request/Complaint, Same will get auto assigned to the respective stakeholders for further processing.	T+2 days
5	Request SR Case will be attended by the respective teams and SR is closed	As per the case individual TAT
6	Closure communication triggered to the customer's registered email id and mobile number	Real time on SR closure
7	Complaint SR case is attended by the specialised central Grievance Redressal Team	As per the case individual TAT
8	For partial acceptance / rejection decision by the Grievance team, mandatory comment and reasons for partial acceptance / rejection and upload of (pop up) evidence and documents	T+20. Immediately after the Case processing by the Central Grievance Redressal Team (Maximum T+20)
9	Auto assigned to Internal Ombudsman ("IO") queue in CRM for further review and decision if the complaint is processed with partial acceptance/full rejection of the customer's grievance / complaint.	T+20. Immediately after the Case processing by the Central Grievance Redressal Team (Maximum T+20)
10	Auto Communication triggered to the customers' registered Email id / Mobile number informing the status of the complaint (initial decision) and that same is being reviewed by IO	T+20 . Immediately after the Case processing by the Central Grievance Redressal Team (Maximum T+20)

11	The IO will review all such complaints assigned to its queue and can either uphold (accept) or reject the resolution. For such rejections, IO to recommend a different resolution.	T+25 days
12	In case the IO upholds the decision of the Internal grievance mechanism to reject/partly reject the complaint, the auto communication is triggered to the customer stating the fact that the complaint has been examined by the IO and, for the reasons stated in the reply, the decision of the Internal grievance mechanism has been upheld.	T+25 days
13	If IO recommends a different resolution, the SR will get auto assigned to the PNO queue.	T+25 days
14	PNO will go through the recommendation of IO and may either accept or reject the same.	T+25
15	If PNO agrees and accepts the recommendation of IO, same will be actioned accordingly and communicated to customer	T+27 days
16	If PNO disagrees with the recommendation of IO, the SR will get further auto assigned to MD's queue for final decision / approval on the original decision.	T+27 days
17	MD will review all such complaints and may either accept IO's recommendations or go with the original decision	T+30days
18	If MD approves the original decision, the case will get closed with final decision and communication to the customer. In such cases, the reply to the complainant shall explicitly state the fact that the complaint was examined by the IO and the decision of the NBFC was overruled by the IO in favour of the complainant; however, the NBFC, with the approval of the Managing Director, has disagreed with the decision of the IO. The communication will also mention that the customer can further approach RBI for redressal and the RBI CMS portal link will be mentioned in the same.	T+30 days
19	If the MD agrees with the IO's recommendation, the case will be auto assigned to PNO for implementing the recommendation and further final communication to the customer.	T+30 days

7. Training to Staff

Based on the analysis of complaints handled by Internal Ombudsman, training to staff would be provided to raise awareness among the frontline staff about, the pattern of complaints being received, their root causes, remedial measures and expected action on the part of frontline staff.

8. Reports & Review

I. Reporting To Managing Director:

In-depth periodic reports on the status of QRC are reviewed by the respective Business Heads. Summarized reports are a part of each business review put up to the Managing Director

An indicative list of such reports is given below –

Nature of Reports
Summary of cases
Trend of Queries, Requests and Complaints
Top (N) Customer Complaints & Requests
Ageing of Open Customer Requests and Complaints

II. Reporting to the board and RBI:

Quarterly report to board - No. of IO decisions overruled by MD
Quarterly report to RBI – total no. of Complaints received, the number of partly or wholly rejected complaints, resolution type, Escalation to IO, IO decision, MD decision - within 15 days of the quarter
Yearly report to RBI in the format and timelines prescribed by RBI from time to time-

9. Customer feedback mechanism

The channels employed for obtaining customer feedback include:

- I. Conversation with customer during 'Welcome calling'.
- II. Customer communications through calls, e-mails etc.
- III. 'Customer Pulse "NPS" feedback.