



**LAKSHMI VILAS BANK**

Operations Department

**Customer Acceptance, Customer Care and  
Customer Severance Policy**



**Customer Acceptance, Customer Care and Customer Severance Policy**

Our Bank realizes the need for a well-defined customer acceptance, customer care and customer severance policy to ensure prompt and inclusive services to all customers within the prescribed regulatory framework as well as defined processes of the Bank. In this regard, Damodaran Committee on Customer Service, constituted by the Reserve Bank of India, has also recommended certain important themes which have been incorporated to design the policy towards comprehensive coverage and implementation of customer acceptance, customer care/customer service and customer severance in the bank. Through this Policy the bank shall ensure that the recommendations of the Damodaran Committee as well as relevant regulatory and other requirements are implemented in letter and spirit.

**The policy seeks to ensure the below:**

**Policy framework around Customer Acceptance:**

- The bank welcomes new relationship / extension of the existing relationship in all areas of the bank's business (Deposits, Advances, etc.). At the time of starting a new relationship / extending the existing relationship with the customers, the bank shall evaluate the profile of the applicant in line with the extant regulatory as well as internal guidelines.
- The bank shall upfront intimate all applicable Terms & Conditions, Charges / Fees etc. at the beginning of a new relationship. Customers' consent shall be taken in the form of a written agreement/on the application form/terms and conditions. Wherever applicable, copies of the agreement shall be provided to the customer for reference.
- Bank shall provide the Most Important Documents in the desired font as per guidelines and shall take customer agreement in writing as applicable for the relevant products.
- In the event of the bank is not in a position to enter into a relationship with the applicant, the same shall be communicated to the applicant within reasonable timeframe along with reason for the same.

**Policy framework around Customer Care / Customer Service:**

- In line with Master Circular on Customer Service issued by the Reserve Bank of India and various Model Policies issued by the Indian Bank's Association, our Bank has already designed and implemented various policies viz. Cheque Collection Policy, Compensation Policy, Deposit Policy, Grievance Redressal Policy, etc. These policies detail the guidelines for dealing with the customer service requirements under relevant situations and towards ensuring fair treatment to customers in all dealings / interaction with the Bank. The referred policies shall be reviewed periodically and updated.
- These policies are designed keeping in mind Customer Care/Service and those policies are placed on the Banks website for ready reference of the Customers.
- The Bank shall ensure that these policies are further detailed in the form of

operational guidelines/ procedures as applicable and are widely communicated to customers and other staff to facilitate superior service to customers.

**Employee Recruitment/ Training / Education around Customer Service:**

- The Bank shall ensure to have clear guidelines towards recruitment of staff for specialized units such as customer service / customer care department. Bank shall put in place well defined mandatory training programs for Induction and Refresher Training through Classroom Training, Online Courses, On-The-Job training etc. This shall take into account the sensitivity of soft skills needed for customer interaction and to render the highest degree of professional care to customer care and related requirements.
- The Bank shall always strive to give priority to customer centric attitude. This will include the entire gamut of activities starting from staff recruitment and training focused towards customer interaction, customer education, customer on-boarding, customer relationship management, audit and compliance etc.

**Grievance Redressal Mechanism and its Review:**

- The Bank clearly recognizes grievance redressal as a vital component of customer service and has in place a well-defined Board approved Grievance Redressal Policy.
- In addition to implementing the approved Grievance Redressal Policy, the bank shall ensure implementation of following key elements with regard to effective grievance redressal across various channels:
- The Bank shall ensure that the requisite system and related processes are implemented to resolve grievance raised by customers and non-customers. Bank shall ensure this by creation of proper Customer Care channels which works in an integrated manner across channels like - branches, call centres, website, etc., to provide assistance to customers and non-customers. The personnel in the Call centers who receive the queries/complaints shall be made well-equipped to furnish relevant information to the customer and shall also be empowered to help customers.
- Bank shall ensure that a well-defined mechanism for recording and resolving customer complaints is enabled and it will also allow enough intelligence availability with respect to the type of complaints at the Bank level. This shall ensure timely closure of complaints. The bank shall continuously strengthen its internal redressal mechanism, thereby reducing the extent of escalation to external forum and regulatory bodies.
- Bank shall put in place a clear escalation mechanism if complaints are not resolved at the first customer touch point. Bank shall also give wide publicity to the escalation mechanism available to the customer through posters/website and various collaterals used for customer communication.
- The Bank shall ensure well set mechanism which allows review, by the Top Management of the Bank, of the quality of customer service rendered which would include quality and timeliness of resolution.
- Bank shall ensure that analysis of frequent areas of complaints and its root cause, and remediation steps are tabled to the Customer Service Committee for review, guidance and conclusive implementation.

- In order to infuse greater customer confidence, the Bank shall give wide visibility to the Banking Ombudsman (BO) Scheme and its applicability by way of campaigns and communication through multiple channels.
- In line with the Banking Ombudsman (BO) Scheme, the Bank shall appoint Nodal Officers at various locations (regions) and Principal Nodal Officer at corporate Office, to coordinate with the locations / regions. Bank shall appoint senior officials to handle the important role of Nodal Officer/Principal Nodal Officer and will give due empowerment to these officials to facilitate them to act as a key link between Bank, customer and the office of Banking Ombudsman.
- The Bank will analyse every BO Award for process gap, accountability action and table the same to the Standing Committee and to the Board.
- The Bank shall collaborate with consumer organizations across regions with a view to understand customer issues and for disseminating customer education.

### **Customer Training / Education around Customer Service:**

- The Bank shall strive to create awareness among customers on financial education through different media and shall cover key segments of customers across geographies. The Bank is committed to follow in letter and spirit all extant regulatory guidelines in this regard.
- The Bank shall adopt various approaches to proliferate financial literacy as part of a larger corporate strategy.
- The Bank shall give special impetus to educate customers in the use of technology in banking.
- Bank shall make optimal use of all medium to ensure education/awareness of the customer and to gather suggestions from customers

### **Review of Customer Service Framework:**

- The internal inspection / audit of the bank will address attributes on customer service and complaints management to give due representation to these elements in the final audit rating.
- The Customer Service Committee shall be empowered to review the implementation of the Bank's Code of Commitments to Customers.
- The Bank shall strive towards implementation of the code of Banks commitment to customers and Medium and Small Enterprise (MSE) issued by the Banking Code and Standards Board of India (BCSBI) and shall provide thrust to awareness of the Code. Bank shall also ensure comprehensive review of the code implementation to keep up the commitment to the Bank customers.
- The Bank shall continue efforts to familiarize and train new staff to follow and implement the code. The Bank will submit a periodic review status report of the provision of BCSBI code to the Board of directors.

### **Policy framework around Customer Severance:**

- The bank shall ensure implementation of the well laid guidelines and processes in relation to Customer Severance situations e.g. account closure, loan termination, loan foreclosure etc. The relevant processes for account closure

shall be followed in letter and spirit in all possible instances e.g. either customer induced or bank induced.

- In cases of customer induced account closure the bank shall, as a prudent practice, attempt to understand the underlying issues, if any leading to the separation. The Bank shall make all reasonable efforts to retain the customer by eliminating the product / service issues, if any. This shall be used to bridge gaps in process and service, if any.
- Under all circumstances, the bank shall honour the customer's free will and ensure hassle-free closure of account within the framework of extant regulatory guidelines.
- The bank shall carry out review of relationship at regular frequency. In the event customer's account behavior is in contravention to the extant regulatory guidelines e.g. AML, Transaction pattern not matching with the profile etc., the bank shall take necessary steps to intimate the customer with a request to provide evidences in support of transaction pattern / account behavior etc. In the event that the customer is unable to provide appropriate evidences or the customer is not traceable beyond a reasonable time-frame, bank will take steps to cease the relationship by obtaining due internal approvals and by issuing notice.
- The Bank shall ensure comprehensive implementation of the above policy as well as review of the same at regular interval through Standing Committee on Customer Service, Customer Service Committee of the Board and the Board of Directors. This shall ensure strengthening the framework of Customer Acceptance, Customer Care, Customer Service and Customer Severance.