



## **HDFC Bank Sri Lanka**

### **Customer Compliant Handling Policy**

# Document review and approval

## Revision history

Version	Author	Date	Revision
1	Poornima Lenora	24 <sup>th</sup> September 2024	1

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Reviewer	Date reviewed
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## 1. Purpose and Scope

The purpose of this policy is to establish a comprehensive framework for handling customer complaints at HDFC Bank of Sri Lanka. This policy ensures that complaints are handled in a fair, transparent, and timely manner, promoting customer trust, enhancing service quality, and complying with relevant regulatory requirements.

The policy applies to all employees, agents, and third-party service providers engaged in customer-related services at HDFC Bank of Sri Lanka.

## 2. Objectives

- To provide a clear and accessible process for customers to submit complaints.
- To resolve customer complaints in a timely, efficient, and fair manner.
- To ensure compliance with Financial Consumer Protection Regulations and other relevant guidelines issued by the Central Bank of Sri Lanka.
- To continuously improve products, services, and processes based on customer feedback and root cause analysis.

## 3. Complaint Definition

A complaint is defined as any expression of dissatisfaction made by a customer regarding:

The bank's products or services.

Employee behavior or conduct.

Operational processes or customer service.

This includes complaints related to transactions, service delays, fees, interest rates, or any other banking activity that affects the customer.

## 4. Channels for Submitting Complaints

HDFC Bank provides multiple channels through which customers can lodge their complaints:

1. In-person: Customers can visit any branch to submit complaints at the help desk.
2. Telephone: A dedicated toll-free number is available for customers to lodge complaints.
3. Email: A specific email address will be made available for complaints.
4. Postal: Customers can send written complaints to a designated postal address.
5. Online: An online complaint form will be available on the official bank website.
6. All complaints submitted through these channels must be free of charge and easily accessible.

## 5. Acknowledgment of Complaints

Complaints must be acknowledged within five (5) working days from the date of receipt.

The acknowledgment must include:

- A unique complaint reference number.
- Contact details of the officer handling the complaint.
- Estimated timeline for resolution.

## 6. Investigation and Resolution Process

Upon receipt, complaints will be:

**Logged into the Complaints Management System:** All complaints will be documented in a centralized tracking system with necessary details.

**Assigned to a Responsible Officer:** The complaint will be assigned to an officer or team responsible for investigation and resolution.

**Investigation:** The officer will investigate the complaint by gathering all relevant documentation and conducting interviews if necessary.

**Resolution:** The complaint should be resolved within 21 calendar days. If this is not possible, the customer must be informed of the delay and provided with a new resolution date (not exceeding 3 months).

## 7. Urgent Complaints

Certain complaints, due to their nature, may require urgent resolution. These include:

Fraud-related issues.

Complaints affecting the customer's financial position or personal safety.

Such complaints will be given priority and resolved as quickly as possible to minimize any adverse impact.

## 8. Customer Notification

Once the investigation is completed, the customer will receive:

A written response explaining the outcome of the complaint and any corrective actions taken.

If the complaint cannot be resolved, the reasons for non-resolution must be clearly communicated.

## 9. Escalation Procedure

If the customer is not satisfied with the resolution, they can escalate the complaint to:

Branch Manager or Manager Financial Consumer Relation at the bank.

If the issue remains unresolved, the customer can escalate the complaint to the Central Bank of Sri Lanka or the Financial Ombudsman.

## 10. Root Cause Analysis

The complaints management team will periodically conduct Root Cause Analysis to:

Identify recurring issues or patterns in complaints.

Understand the underlying causes of complaints.

Implement corrective measures to improve bank processes, products, and services.

Findings from root cause analysis will be reported to senior management and used to refine customer service procedures.

## 11. Conflict of Interest

Officers handling complaints must ensure that there is no conflict of interest.

Officers directly involved in the matter or with personal interests must not participate in the investigation or resolution of the complaint.

## 12. Record-Keeping and Reporting

A comprehensive complaint log will be maintained for all complaints received, detailing the complaint, actions taken, and resolution.

Records must be kept for a minimum of six (6) years for audit and regulatory purposes.

Periodic reports on complaints will be provided to senior management and the Board of Directors for review and decision-making.

## 13. Continuous Improvement

The complaint handling process will be reviewed at least annually to identify areas for improvement.

Feedback from complaints and root cause analysis will be used to enhance services, products, and customer experience.

## 14. Transparency and Communication

Information on the complaint handling process, timelines, and customer rights will be made available at all branches and on the official bank website.

Staff training on the complaint handling process will be conducted regularly to ensure compliance with this policy.

## 15. Compliance with Regulatory Requirements

This policy is aligned with:

Financial Consumer Protection Regulations No. 01 of 2023 issued by the Central Bank of Sri Lanka.

Other relevant local regulations and international best practices.

The bank will continuously update the policy to remain compliant with any changes in regulations or guidelines.

## 16. Review and Update

This policy will be reviewed annually by the Compliance Department and updated as necessary to ensure ongoing effectiveness and regulatory compliance.

The Board of Directors approved this Policy on 27<sup>th</sup> September 2024.