

**Rajarambapu Sahakari
Bank Ltd., Peth**
(Schedule Bank)

**Customer Service/
Relation Policy**
2024-25



Key Document Summary

Policy reference	1) RBI Circular No. DCBR.CO.BPD.(PCB).MC.No.15/12.05.001/2015-16 Dated 1st July 2015. 2) RBI circular DCBR.BPD.(PCB)/RCB)Cir. No.06/12/05.001/2017-18 dated December 14, 2017.
Linkage to other policies	Customer Grievance Redressal Policy
Policy status	Approved
Owner	Head of Loans and Admin Department
Approver	Board of Directors
Date approved	14 th December 2018
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Policy Review History

Date	Version and status		Reviewer(s)	Action / comment
14 th December 2018	1.0	Adopted	Board Meeting	Bank adopted policy based on RBI circular RBI Circular No. DCBR.CO.BPD. (PCB). MC.No. 15 / 12.05.001/2015-16 Dated 1 st July 2015
16 th May 2019	1.0	Review	Board Meeting	Annual Review
22 nd May 2020	1.0	Review	Board Meeting	Annual Review
28 th May 2021	1.1	Review	Board Meeting	Inserted :- 1) Limited Liability of a Customer 2) Customer Education
29 th April 2022	1.1	Review	Board Meeting	Annual Review
17 th April 2024	1.1	Review	Board Meeting	Annual Review

Introduction:-

Customer service has great significance in the banking industry. The banking system in India today has perhaps the largest outreach for delivery of financial services and is also serving as an important conduit for delivery of financial services. While the coverage has been expanding day by day, the quality and content of dispensation of customer service has come under tremendous pressure mainly owing to the failure to handle the soaring demands and expectations of the customers.

Customer Service is a key focus area of the Bank. The Bank is committed to increased use of technology to provide instant services and convenience to its customers.

The Policy applies to all products and services offered by the bank or its agents, whether provided across the counter, over phone, by post, through interactive electronic devices, on internet or by any other method.

A. Customer Service:

1) General Management of the Branches

- a) Bank will provide infrastructure facilities like adequate space, proper furniture, drinking water facilities, with specific emphasis on pensioners, senior citizens, disabled persons, etc.
- b) Bank will provide separate enquiry counters at large / bigger branches.
- c) Bank will display Notice boards at all the branches.
- d) Bank will review and improve the existing security system in branches so as to improve confidence amongst the employees and the public.
- e) Bank employees will wear Uniform & identification badge displaying photo and name thereon.
- f) Periodic change of desk and entrustment of elementary supervisory jobs.
- g) Bank will provide training to its staff in line with customer service orientation. Training in Technical areas of banking to the staff at delivery points will also be provided.
- h) Senior officials of Head Office will visit to branches at periodical intervals for on the spot study of the quality of service rendered by the branches.
- i) Bank will periodically organize customer relation programmes and meetings to interact with different cross sections of customers for identifying action points to upgrade the customer service with customers.
- j) Board approval is required for new product and services, especially in issue which compromise the rights of the common person.

2) Board Meeting to Review and Deliberate on Customer Service

Board will take review of customer service/customer care aspects in the bank in every six months, and will initiate prompt corrective action wherever service quality / skill gaps have been noticed.

3) Comprehensive Deposit Policy

Bank will formulate a transparent and comprehensive policy for setting out the rights of the depositors. This policy will cover all aspects of operations of deposit accounts, charges leviable and other related issues to facilitate interaction of depositors at branch levels.

4) Financial Inclusion

Bank has offered a ' Basic Savings Bank Deposit Account' with following minimum facilities to all the customers.

- a) The 'Basic Savings Bank Deposit Account' is considered as normal banking service available to all.
- b) This account does not have required any minimum balance.
- c) The services available in the account will include deposit and withdrawal of cash at bank branch as well as ATMs; receipt / credit of money through electronic payment channels or by means of deposit / collection of cheques drawn by Central / State Government agencies and departments.
- d) While there will be no limit on the number of deposits & withdrawals that can be made in a month, account holders will be allowed prescribed numbers of ATM withdrawals without any charge.
- e) Facility of ATM card or ATM-cum-Debit Card.
- f) The above facilities will be provided without any charges. Further, no charge will be levied for non-operation / activation of in-operative 'Basic Savings Bank Deposit Account'.
- g) Bank will be free to evolve other requirements including pricing structure for additional value-added services beyond the stipulated basic minimum services on reasonable and transparent basis and applied in a non-discriminatory manner.
- h) The 'Basic Savings Bank Deposit Account' will be subject to RBI instructions on Know Your Customer (KYC) / Anti-Money Laundering (AML) for opening of bank accounts issued from time to time. If such account is opened on the basis of simplified KYC norms, the account would additionally be treated as a 'Small Account' and would be subject to conditions stipulated for such accounts as indicated in paragraph 3.2.2(I)(A) (vi) of Master Circular dated July 01, 2015 on 'KYC norms / AML standards / Combating of Financing of Terrorism (CFT) / Obligation of banks under PMLA, 2002'.
- i) Holders of 'Basic Savings Bank Deposit Account' will not be eligible for opening any other savings bank deposit account in that bank. If a customer has any other existing savings bank deposit account in that bank, he / she will be required to close it within 30 days from the date of opening a 'Basic Savings Bank Deposit Account'.
- j) The existing basic banking 'no-frills' accounts will be converted to 'Basic Savings Bank Deposit Account' as per the instructions contained above.

5) Opening / Operation of Deposit Accounts

Photographs of depositors

Bank will obtain and keep on record photographs of all depositors/account holders in respect of accounts opened by bank subject to the following clarifications:

- a) The bank may not insist on photographs in case of accounts of staff members only (Single/Joint).
- b) The bank will obtain photographs of all persons authorized to operate the accounts viz., Savings Bank and Current Accounts without exception.
- c) The bank will also obtain photographs of the 'Pardanishin' women.
- d) The bank will obtain two copies of photographs and obtaining photocopies of driving license /passport containing photographs in place of photographs would not suffice.
- e) The bank will not ordinarily insist on the presence of account holder for making cash withdrawals in case of 'self' or 'bearer' cheques unless the circumstances so warrant. The banks will pay 'self' or 'bearer' cheques taking usual precautions.
- f) Photographs cannot be a substitute for specimen signatures.

g) Only one set of photographs needs to be obtained and separate photographs should not be obtained for each category of deposit. The applications for different types of deposit accounts should be properly referenced.

h) Bank will not obtain fresh photographs when an additional account is desired to be opened by the account holder.

i) In the case of operative accounts, viz. Savings Bank and Current accounts, photographs of persons authorized to operate them should be obtained. In case of other deposits, viz., Fixed, Recurring, Cumulative, etc., photographs of all depositors in whose names the deposit receipt stands may be obtained except in the case of deposits in the name of minors where guardians' photographs should be obtained.

6) Minimum balance in savings bank accounts

At the time of opening the accounts, bank will inform to customers in a transparent manner about requirement of maintaining minimum balance and levying of charges, etc., if the minimum balance is not maintained. Any charge levied subsequently will be transparently made known to all depositors in advance with one month's notice. The bank will inform, at least one month in advance, the existing account holders for any change in the prescribed minimum balance and the charges that may be levied if the prescribed minimum balance is not maintained. With effect from May 6, 2014, banks are not permitted to levy penal charges for non-maintenance of minimum balances in any inoperative account.

7) Levy of Penal Charges on Non-Maintenance of Minimum balance in savings bank accounts

a) In the event of a default in maintenance of minimum balance / average minimum balance as agreed to between the bank and customer, the bank will notify the customer clearly by SMS / email / letter etc. that in the event of the minimum balance not being restored in the account within a month from the date of notice, penal charges will be applicable.

b) In case the minimum balance is not restored within a reasonable period, which shall not be less than one month from the date of notice of shortfall, penal charges may be recovered under intimation to the account holder.

c) The penal charges should be directly proportionate to the extent of shortfall observed. In other words, the charges should be a fixed percentage levied on the amount of difference between the actual balance maintained and the minimum balance as agreed upon at the time of opening of account. A suitable slab structure for recovery of charges may be finalized.

d) Bank will ensure that such penal charges are reasonable and not out of line with the average cost of providing the services.

e) Bank also ensure that the balance in the savings account does not turn into negative balance solely on account of levy of charges for non-maintenance of minimum balance.

f) As of Today there are no any penal charges decided by the BOD bank for maintenance of minimum balance.

8) Updating passbooks

a) Customers may be made conscious of the need on their part to get the pass-books updated regularly and employees will be exhorted to attach importance to this area.

b) Wherever pass-books are held back for updating, because of large number of entries, paper tokens indicating the date of its receipt and also the date when it is to be collected should be issued.

c) Bank will give constant attention to ensure entry of correct and legible particulars in the pass books and statement of accounts.

9) Issue of Cheque Books

Bank will issue cheque books with larger number of (25/25) leaves if a customer demands the same. Bank will take appropriate care while issuing large number of cheque books.

10) Term Deposit Account

Bank will issue term deposit receipt indicating therein full details, such as, date of issue, period of deposit, due date, applicable rate of interest, etc. Term deposits will be freely transferable from one office of bank to another. Advance instructions from depositors for disposal of deposits on maturity may be obtained in the application form itself. Change in interest rate on deposits should be made known to customers as well as bank branches expeditiously.

a) Method of calculation of interest

Indian Banks' Association (IBA) Code for Banking Practice has been issued by IBA for uniform adoption by the member banks. The Code is intended to promote good banking practices by setting out minimum standards, which member banks should follow in their dealings with customers.

Indian Banks' Association (IBA), for the purpose of calculation of interest on domestic term deposit, has prescribed that on deposits repayable in less than three months or where the terminal quarter is incomplete, interest should be paid proportionately for the actual number of days reckoning the year at 365 days.

b) Premature withdrawal of term deposit

Bank, on request from the depositor, will allow withdrawal of a term deposit before completion of the period of the deposit agreed upon at the time of making the deposit. The bank will have the freedom to determine its own penal interest rate of premature withdrawal of term deposits. The bank will ensure that the depositors are made aware of the applicable penal rate along with the deposit rate. While prematurely closing a deposit, interest on the deposit for the period that it has remained with the bank will be paid at the rate applicable to the period for which the deposit remained with the bank and not at the contracted rate. No interest is payable, where premature withdrawal of deposits takes place before completion of the minimum period prescribed.

c) Repayment of Term/Fixed Deposits in banks:

i) It is clarified that if fixed/term deposit accounts are opened with operating instructions 'Either or Survivor', the signatures of both the depositors need not be obtained for payment of the amount of the deposits on maturity. However, the signatures of both the depositors may have to be obtained, in case the deposit is to be paid before maturity. If the operating instruction is 'Either or Survivor' and one of the depositors expires before the maturity, no pre-payment of the fixed/term deposit may be allowed without the concurrence of the legal heirs of the deceased joint holder. This, however, would not stand in the way of making payment to the survivor on maturity.

ii) In case the mandate is 'Former or Survivor', the 'Former' alone can operate/withdraw the matured amount of the fixed/term deposit, when both the depositors are alive. However, the signature of both the depositors may have to be obtained, in case the deposit is to be paid before maturity. If the former expires before the maturity of the fixed/term deposit, the 'Survivor' can withdraw the deposit on maturity. Premature withdrawal would however require the consent of both the parties, when both of them are alive, and that of the surviving depositor and the legal heirs of the deceased in case of death of one of the depositors. If the joint depositors prefer to allow premature withdrawals of fixed/term deposits also in accordance with the mandate of 'Either or Survivor' or 'Former or Survivor', as the case may be, it would be open to banks to do so, provided they have taken a specific joint mandate from the depositors for the

said purpose. In other words, in case of term deposits with "Either or Survivor" or "Former or Survivor" mandate, bank is permitted to allow premature withdrawal of the deposit by the surviving joint depositor on the death of the other, only if, there is a joint mandate from the joint depositors to this effect.

d) Addition or deletion of the name/s of joint account holders

A bank may, at the request of all the joint account holders, allow the addition or deletion of name/s of joint account holder/s if the circumstances so warrant or allow an individual depositor to add the name of another person as a joint account holder. However, in no case should the amount or duration of the original deposit undergo a change in any manner in case the deposit is a term deposit.

11) Timely Issue of TDS Certificate to Customers

Bank will put in place systems that to provide Form 16A to the customers well within the time-frame prescribed under the Income Tax Rules.

12) Reconciliation of transactions at ATMs failure - Time limit

a) The time limit for resolution of customer complaints by the issuing bank will stand reduce from 12 working days to 7 working days from the date of receipt of customer complaint. Accordingly, failure to recredit the customer's account within 7 working days of receipt of the complaint shall entail payment of compensation to the customer @ ₹ 100/- per day by the issuing bank. This compensation shall be credited to the customer's account automatically without any claim from the customer, on the same day when the bank affords the credit for the failed ATM transaction.

b) Any customer is entitled to receive such compensation for delay, only if a claim is lodged with the issuing bank within 30 days of the date of the transaction.

c) The number of free transactions permitted per month at other bank ATMs to Savings Bank account holders shall be **inclusive** of all types of transactions, financial or non-financial.

d) All disputes regarding ATM failed transactions shall be settled by the issuing bank and the acquiring bank through the ATM System Provider **only**. No bilateral settlement arrangement outside the dispute resolution mechanism available with the system provider is permissible.

13) Securing Electronic Payment Transactions

The electronic modes of payment like RTGS, NEFT and IMPS have emerged as channel agnostic modes of funds transfer. These have picked up to a large extent through the internet banking channel and hence it is imperative that such delivery channels are also safe and secure. Some of the additional measures will introduce by the bank as follows :

a) Customer induced options may be provided for fixing a cap on the value / mode of transactions / beneficiaries. In the event of customer wanting to exceed the cap, an additional authorization may be insisted upon.

b) Limit on the number of beneficiaries that may be added in a day per account may be considered.

c) A system of alert will be introduced when a beneficiary is added.

d) Bank will put in place mechanism for velocity check on the number of transactions effected per day / per beneficiary and any suspicious operations should be subjected to alert within the bank and to the customer.

e) The bank may consider implementation of digital signature for large value payments for all customers, to start with for RTGS transactions.

14) Levy of Service Charges

Bank will ensure that the charges are reasonable and are not out of line with the average cost of providing these services. Bank also take care that customers with low volume of activities are not penalized.

15) Service at the counters

Bank is normally functioning for public transactions at least for 4 hours on working day. Commencement of employees' working hours 15 minutes before commencement of business hours could be made operative by bank at branches in metropolitan and urban centers. The branch managers and other supervising officials will ensure that the staff members are available at their respective counters right from the commencement of banking hours and throughout the prescribed business hours so that there may not be any grounds for customers to make complaints.

16) Guidance to customers and Disclosure of Information

All branches, except very small branches should have "Enquiry" or "May I Help You" counters either exclusively or combined with other duties, located near the entry point of the banking hall.

Time norms for specialised business transactions will be displayed predominantly in the banking hall.

Bank will display various key aspects such as service charges, interest rates, services offered, product information, time norms for various banking transactions and grievance redressal mechanism

17) Grievance Redressal Mechanism

Bank will ensure that a suitable mechanism exists for receiving and addressing complaints from its customers / constituents with specific emphasis on resolving such complaints fairly and expeditiously regardless of source of the complaints.

Bank will follow following things:

- a) Bank will ensure that the complaint registers are kept at prominent place in the branches which will make it possible for the customers to enter their complaints.
- b) Bank will formulate a system of acknowledging the complaints, where the complaints are received through letters / forms.
- c) Bank will fix a time frame for resolving the complaints received at different levels.
- d) Bank will ensure that redressal of complaints emanating from rural areas and those relating to financial assistance to Priority Sector and Government's Poverty Alleviation Programmes also form part of the above process.
- e) Bank will prominently display at the branches, the names of the officials who contacted for redressal of complaints, together with their direct telephone number, fax number, complete address (not Post Box No.) and e-mail address, etc., for proper and timely contact by the customers and for enhancing the effectiveness of the redressal machinery.
- f) Bank will display on their web-sites, the names and other details of the officials at their Head Office / Regional Offices / Zonal Offices who can be contacted for redressal of complaints including the names of the Nodal Officers / Principal Nodal Officers.

18. Unclaimed Deposits / Inoperative Accounts in banks:

a) Banks will take annual review of accounts in which there are no operations (i.e., no credit or debit other than crediting of periodic interest or debiting of service charges) for more than one year. The bank will approach to customers and inform them in writing that there has been no

operation in their accounts and ascertain the reasons for the same.

b) If the letters are returned undelivered, they may immediately be put on enquiry to find out the whereabouts of customers or their legal heirs in case they are deceased.

c) A savings as well as current account will be treated as inoperative / dormant if there are no transactions in the account for over a period of two years.

d) In case any reply is given by the account holder giving the reasons for not operating the account, bank will continue classifying the same as an operative account for one more year within which period the account holder may be requested to operate the account

e) Bank will display the list of unclaimed deposits/inoperative accounts which are inactive/ inoperative for ten years or more on its website.

B. Customer Rights:

1) Right to Fair Treatment

The customer will not be unfairly discriminated against, on grounds such as gender, age, religion, caste and physical ability when offering and delivering financial products, by the bank.

In pursuance of the above Right, our bank will –

- a) Promote good and fair banking practices by setting minimum standards in all dealings with the customers.
- b) Promote a fair and equitable relationship between the bank and the customer.
- c) Our staff will attend the customers, adequately and appropriately.
- d) Ensure of attending customers and their business promptly and courteously by Bank's staff.
- e) Treat all customers fairly and not discriminate against any customer on grounds such as gender, age, religion, caste, literacy, economic status, physical ability, etc.

2) Right to Transparency, Fair and Honest Dealings

Bank will take every effort to ensure that the contracts or agreements it frames are transparent, easily understood by and well communicated to, the common person. The product's price, the associated risks, the terms and conditions that govern use over the product's life cycle and the responsibilities of the customer and bank will be clearly disclosed.

In pursuance of the above Right, the bank will –

- a) Ensure complete transparency so that the customer can have a better understanding of what he or she can reasonably / fairly expect from the bank.
- b) Ensure that the bank's dealings with the customer rest on ethical principles of equity, integrity and transparency.
- c) Ensure that all terms and conditions are fair and set out the respective rights, liabilities and obligations clearly and as far as possible in plain and simple language.
- d) Provide customers with clear information about its products and services, terms and conditions, and the interest rates / service charges in simple and easily understandable language, and with sufficient information so that the customer could be reasonably expected to make an appropriate and informed choice of product.

3) Right to Suitability

The products offered will be appropriate to the needs of the customer and based on an assessment of the customer's financial circumstances and understanding.

In pursuance of the above Right, the bank will –

- a) Ensure that all products for customers have Board approval prior to sale;
- b) Ensure that the products being sold or service being offered, including third party products, are in accordance with extant rules and regulations;

4) Right to Privacy

Customers' personal information will be kept confidential unless they have offered specific consent to Bank or such information is required to be provided under the law or it is provided for a mandated business purpose. Customers have the right to protection from all kinds of communications, electronic or otherwise, which infringe upon their privacy.

In pursuance of the above Right, bank will –

Treat customer's personal information as private and confidential and, as a general rule, not disclose such information to any other individual/institutions for any purpose unless: .

- a) The customer has authorized such disclosure explicitly in writing
- b) Disclosure is compelled by law / regulation;
- c) Bank has a duty to the public to disclose i.e. in public interest
- d) Bank has to protect its interests through disclosure
- e) It is for a regulatory mandated business purpose such as disclosure of default to credit information companies or debt collection agencies

5) GRIEVANCE REDRESSAL

The Bank shall

- a) Ensure visibility and accessibility of complaint handling process to all complainants
- b) Continually improve its processes & systems by taking inputs from customers, employees and other interested parties
- c) Handle Complaints professionally & in a transparent manner
- d) Ensure Objectivity in the complaint handling process
- e) Provide prompt & responsive complaint resolution to the customers.
- f) Ensure confidentiality of Complainants information unless required for addressing the complaint
- g) Ensure clear accountability for resolution and reporting of complaints.

Nodal department/ official for customer service: The Bank will have a nodal department / official for customer service in the Head Office with whom customers with grievances can approach in the first instance and with whom the Banking Ombudsman and RBI can liaise. The Bank will appoint the official in charge of this function at the Head Office.

6) Liability of Customer :

(a) Zero Liability of a Customer

A customer's entitlement to zero liability shall arise where the unauthorised transaction occurs in the following events:

Contributory fraud/ negligence/deficiency on the part of the bank (irrespective of whether or not the transaction is reported by the customer).

- i. Third party breach where the deficiency lies neither with the bank nor with the customer but lies elsewhere in the system, and the customer notifies the bank within **three working days** of receiving the communication from the bank regarding the unauthorised transaction.

(b) Limited Liability of a Customer

A customer shall be liable for the loss occurring due to unauthorised transactions in the following cases:

- i. In cases where the loss is due to negligence by a customer, such as where he has shared the payment credentials, the customer will bear the entire loss until he reports the unauthorised transaction to the bank. Any loss occurring after the reporting of the unauthorised transaction shall be borne by the bank.
- ii. In cases where the responsibility for the unauthorised electronic banking transaction lies neither with the bank nor with the customer, but lies elsewhere in the system and the customer notifies the bank of such a transaction within **four to seven working days** of receiving a communication of the transaction, the per transaction liability of the customer shall be limited to the transaction value or the amount mentioned in [Table 1](#), whichever is lower.

Table 1

Maximum Liability of a Customer under paragraph 7 (ii) Type of Account	Maximum liability
• BSBD Accounts	5,000
• All other SB accounts • Pre-paid Payment Instruments and Gift Cards • Current/ Cash Credit/ Overdraft Accounts of MSMEs • Current Accounts/ Cash Credit/ Overdraft Accounts of Individuals with annual average balance (during 365 days preceding the incidence of fraud)/ limit up to Rs.25 lakh • Credit cards with limit up to Rs.5 lakh	10,000
• All other Current/ Cash Credit/ Overdraft Accounts • Credit cards with limit above Rs.5 lakh	25,000

Further, if the delay in reporting by the customer is beyond seven working days, the customer shall be liable for the entire value of the transaction(s) involved.

The number of working days will be counted as per the working schedule of the home branch of the customer excluding the date of receiving the communication.

7) Reversal Timeline for Zero Liability/ Limited Liability of customer:-

On being notified by the customer, the Bank will credit the amount involved in the unauthorized electronic transaction to the customer's account within 10 working days from the date of such notification by the customer. The credit will be value dated to be as of the date of the unauthorized transaction. The credit will be provided as a shadow credit, which means that the customer will not be able to use the funds credited by way of temporary/shadow credit till the dispute is resolved in favour of the customer.

Further, the Bank will ensure that:

- i) A complaint is resolved and liability of the customer, if any, established within a period not exceeding 90 days from the date of receipt of the complaint, and the customer is compensated as per provisions of paragraph no 6 above .

ii) where Bank is unable to resolve the complaint, or determine the customer liability, if any, within 90 days, the compensation as prescribed in paragraph no 6 above will be paid to the customer.

ii) in case of debit card/ Bank account, the customer does not suffer loss of interest.

For all disputed cases, customer shall provide all the supporting documents required by the Bank, within the stipulated timeframe. In case the customer is unable to provide the documents or there is a delay on part of the customer in submitting the documents within the stipulated timeframe, post due follow up by the Bank, the Bank shall term such disputes as unable to conclude and the liability of the unauthorized transactions in such cases will remain with the customer only.

8) Reporting and Monitoring Mechanism

Customer liability cases shall be periodically reviewed in the Committee of the Board on a quarterly basis. The reporting shall, inter alia, include volume/ number of cases and the aggregate value involved and distribution across various categories of cases viz., card present transactions, card not present transactions, internet Banking, mobile Banking, ATM transactions, etc.

The Committee shall periodically review the unauthorized electronic Banking transactions reported by customers or otherwise, as also the action taken thereon, the functioning of the grievance redress mechanism and take appropriate measures to improve the systems and procedures. All such transactions shall be reviewed by the Bank's internal auditors/statutory auditor also.

09) Customer Education :- With the advent of electronic banking, the customer's experience of banking is no longer fully under the control of the bank. With fraudsters constantly creating more diverse and complex fraudulent ruses using advanced technology and social engineering techniques to access their victims' accounts, spreading awareness among consumers becomes imperative. Continual education and timely information provided to customers will help them to understand security requirements and take appropriate steps in reporting security problems. To generate a standard understanding of the evolving fraud scenarios, the bank intends to run awareness programs targeting the larger customer base. Bank shall also run awareness programs for various other stakeholders, including bank employees, who can then act as resource persons for customer queries, law enforcement personnel for more understanding response to customer complaints and media for dissemination of accurate and timely information.

The bank shall create awareness building collaterals in the form of:

- ▶ Leaflets and brochures
- ▶ Educational material in account opening kits .
- ▶ Safety tips in cheque books, PIN, account statements and envelopes
- ▶ Receipts dispensed by ATMs
- ▶ Screensavers
- ▶ Electronic newsletters
- ▶ Short Messaging Service (SMS) texts
- ▶ Recorded messages played during waiting period of phone banking calls

Communication channels

The bank shall use any of the below channels:

- ▶ Advertising campaigns through print and TV media

- ▶ Talk shows on television/radio
- ▶ Customer meets and interactive sessions with specialists
- ▶ Common website developed with content from all stakeholders
- ▶ Online training modules and demos hosted on the website
- ▶ Groups, games and profiles on social media
- ▶ Posters in prominent locations such as petrol pumps and popular restaurants
- ▶ Interactive guidance in the form of help lines
- ▶ ATM screens , Emails and SMS texts
- ▶ Distance learning programs and demos

10) Linkage to other Customer Service Policies of the Bank:

This Policy shall be read in conjunction with Customer Grievance Redressal Policy.

Ref: RBI circular DCBR.BPD.(PCB)/RCB)Cir. No.06/12/05.001/2017-18 dated December 14, 2017.