

## Grievance Redressal Policy

### Grievance Redressal Policy

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## Grievance Redressal Policy

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## Grievance Redressal Policy

# 1. Introduction

## 1.1 Objective

Bajaj Allianz Life Insurance Company Limited (hereinafter referred as “the Company”) is committed “To be the BEST Life Insurance Company in India To Buy From, Work For & Invest In”.

The Grievance Redressal Policy (hereinafter referred as “the Policy”) of the Company articulates the Company’s commitment to cater to the prospective or existing customers regarding its products / services before, during or after the term of service relationship with us. The Policy reiterates the Company’s promise to resolve customer grievances in a speedy and fair manner.

The policy is formulated keeping the customer as the prime focus and in accordance with Grievance Redressal Guidelines issued by IRDAI in July 2010 and Protection of Policyholders’ Interests, Regulations 2017 and as amended from time to time. The Company shall remain compliant in adhering to regulations issued by IRDAI and fulfilling its obligations to the customers in all activities across the policy life cycle.

## 1.2 Policy Definitions and Classifications

“Grievance/Complaint” means written expression (includes communication in the form of electronic mail or other electronic scripts), of dissatisfaction by a complainant with insurer, distribution channels, intermediaries, insurance intermediaries or other regulated entities about an action or lack of action about the standard of service or deficiency of service of such insurer, distribution channels, intermediaries, insurance intermediaries or other regulated entities;

The following shall be considered as grievances:

- Any lapse in service, as defined in line with regulatory guidelines
- Complaints received from IGMS/IRDAI
- Complaint arising due to lack of action from previous request / critical escalation

“Critical Escalation” means any transaction expected from the Company which has been fulfilled as per regulatory guidelines and in line with the Company’s ‘Service delivery standards’, however the Customer does not acknowledge the same, and hence considered for re-evaluation and re-execution, if deemed necessary.

“Request” means any communication from a customer soliciting a service such as a change or modification in the policy.

“Inquiry” means any communication from a customer for the primary purpose of requesting information about a company and/or its services.

*Explanation: An inquiry or request would not fall within the definition of the “complaint” or “grievance”*

“Complainant” means a policyholder or prospect or any beneficiary of an insurance policy who has filed a complaint or grievance against an insurer or a distribution channel.

**Bajaj Allianz Life Insurance Company Limited**

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“Redressal” is defined as the resolution or disposal of the grievance or complaint and communication to the complainant. In the event of non-redressal or delay in redressal, the Company is to communicate the reasons to the complainant.

### 1.3 Scope of the Policy

Scope of the Policy is to define the framework for resolving the prospect / existing customer grievances or ~~and~~ complaints as prescribed in the Guidelines. This policy proposes the objectives and standards in relation to handling Customer grievances.

The Policy is approved by the Board and can be modified only with its prior approval. The Board will review the Policy at least once a year and provide approval to such modifications basis the need for revision, as and when such need arises.

## 2. Grievance Redressal Framework, Structure and Process

### 2.1 Grievance Redressal Framework Objectives

The key objectives of the Company’s effective Grievance Redressal Framework are to:

- Ensure customers are treated fairly and empathetically
- Ensure compliance to regulatory guidelines issued from time to time
- Ensure timely, coordinated and uniform response to customer complaints
- Maintain a database of complaints received for further analysis and improvement of service
- Investigate reasons for customer concerns and come up with a solution in their best interest
- Develop preventive measures based on above to avoid recurrence of service failure or complaints
- Ensure a consistent service standard across all operating units
- Customers are made aware of their rights to enable them to opt for alternative remedies, in the event of their being dis-satisfied with the Company’s response or resolution to the complaint
- Identify training needs for the Company staff across departments

### 2.2 Grievance Redressal Unit Structure

The Company has constituted a Grievance Redressal Unit to cater to the customer grievances or complaints. The structure of the Grievance Redressal Unit is as given below:

Office	Nominated Grievance Officer
Branch Office	Location Head
Zonal Office	Location Head
Head Office	Grievance Redressal Officer (Head – Grievance Management)
Head Office	Appellate Officer (Head – Customer Experience)

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### 2.3 Policy Holder Protection Committee

Bajaj Allianz Life Insurance Company Ltd. has a Policy Holder Protection Committee which overlook the implementation of various grievance/complaint redressal guidelines prescribed by IRDAI and also review such grievances and their mitigation. The Committee carries out all other requisite monitoring activities.

### 2.4 Grievance Redressal Mechanism

The Company's Grievance Redressal Mechanism and details of all Service TATs including Grievance Redressal are made available our customers in all our branch offices and also on the Company's web site.

## 3 Grievance categorization, systems and Registration Points

### 3.1 Grievance Categorization

The Company shall adopt the classifications prescribed by the Insurance Regulatory Development Authority of India from time to time.

### 3.2 Grievance Registration Sources, Channels and Methods

The Company believes in providing an omni channel customer experience to all her customers across all touch points. Requisite systems are in place to receive/address and resolve any grievance of the customer that may be received through any of the following modes:

- Call Centre: Customers can call the service helpline for enquiries or concerns
- Branch Walk-in: Customers can walk into any Bajaj Allianz Life Insurance branch for any concern, request or complaint
- E-mail: Customers can send an e-mail for any clarifications from his/her registered email address
- Letter: Customers can send a hand-written letter to Customer Experience team based out of HO, details of which are made available on the website and policy document
- Website: Customers can access their policy information online on the Company's website through secure login and register a query, request or complaint for redressal of issues.

The Policy endeavors to provide uniform resolution experience to the customers irrespective of the sources, channels and methods referred above.

### Complaint Resolution Process

Bajaj Alliance Life insurance will issue an acknowledgement **letter/email** to the customer within 3 working days of the receipt of a complaint or grievance which shall contain

- Name and Designation of the officer who will deal with the grievance
- Grievance Redressal Procedure
- Turn Around Time to resolve the complaint

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If the customer's complaint is resolved within 3 days, the final communication will also act as the acknowledgment of the complaint.

All grievances/complaint received by Company will be responded to complainant with the final decision within the prescribed regulatory Turn Around Time (TAT) of 15 days.

### **Complaint re-opening process**

In case the customer is not satisfied with the decision, the customer can approach any of the touch points mentioned in the document within 8 weeks of the receipt of our communication (failing which, we will consider the complaint to be satisfactorily closed).

In the event of customer coming back within eight weeks, the original 'grievance' interaction will be reopened for review of the earlier decision. Post reviewing all the facts, suitable decision will be provided to the customer as per Grievance redressal policy.

We will review the decision on a complaint reopened, subject to discretion, post which the same may be treated as adequately addressed.

The complaint can also be reopened in instances where requirements which were called from the customer have been received. Alternatively, the grievance may be reopened if the customer provides fresh evidence / additional requirements to support his stand.

### **Closure/Disposal of Complaint**

A complaint shall be considered as disposed of and closed when

- The company has acceded to the request of the complainant fully
- The complainant has indicated in writing, acceptance of the response of the insurer
- The complainant has not responded to the insurer within 8 weeks of the company's written response
- The Grievance Redressal Officer has certified that the company has discharged its contractual, statutory and regulatory obligations and therefore closes the complaint.

### **Escalation Matrix**

- In case you have any service concern, you may please reach out to our Customer Experience team through any of the following options:
  - ✓ Our website @ <http://general.bajajallianz.com/BagicNxt/misc/iTrack/indexOnlineGrv.do>
  - ✓ Contact your insurance advisor / sales relationship officer
  - ✓ Visit nearest Bajaj Allianz Life branch from <https://www.bajajallianzlife.com/branch-locator.html>
  - ✓ Write to us on [customercare@bajajallianz.co.in](mailto:customercare@bajajallianz.co.in) from your registered email address
  - ✓ Call on our Toll free number 1800-209-7272 (Mon to Sat 9:00 AM-7:00 PM)
  - ✓ Click here <https://www.bajajallianzlife.com/content/dam/balic/pdf/grievance-redressal-officer.pdf> to contact the designated Grievance Redressal Officer at your nearest branch

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- In case you do not receive a response within 15 days or if you are not satisfied with the resolution, you can approach the undersigned:

Mr. Indrajit Dutta  
Grievance Redressal Officer  
3rd Floor, Bajaj Finserv, Survey No: 208/1-B  
Behind Weikfield IT Park, Viman Nagar  
Pune – 411014

- In case the resolution does not meet your expectations, you may register a complaint at the Integrated Grievance Management System of the Authority.
- In case you are still not satisfied with the decision/resolution provided, you may approach the Insurance Regulatory and Development Authority of India (IRDAI) through by:
  - Calling its Toll Free Number 155255 (or) 1800-4254-732
  - Sending a fax on 91-40-6678 9768
  - Sending an E-mail to [complaints@irda.gov.in](mailto:complaints@irda.gov.in)
  - Registering your complaint online at: [igms.irda.gov.in](http://igms.irda.gov.in)
  - Writing to  
Consumer Affairs Department  
Insurance Regulatory and Development Authority of India  
9th floor, United India Towers, Basheerbagh,  
Hyderabad – 500 029, Telangana
- In case your grievance / complaint is still unresolved, you may directly approach the Insurance Ombudsman for redressal. Find your nearest Ombudsman office @ <http://www.gbic.co.in>

### 3.3 Automated Grievance Management System

The Company has implemented Customer Relationship Management (CRM) system enabling automated management of Grievances / Complaints, and also integrated the same with the Integrated Grievance Management System (IGMS) of IRDAI that enables online registration of grievances, tracking and periodic reporting to Authority.

Grievances received through various touch points of the company will be recorded, integrated with CRM system to provide a uniform resolution and similar experience for the customer at every contact point.

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### 3.4 Root Cause Analysis and Feedback Loop

The complaints would essentially provide valuable insight into areas of improvement within the Company's internal processes and procedures (including automated processes) such that all processes and transactions, internal or external, are implemented and executed on an ongoing basis with higher effectiveness and efficiency.

The grievances/complaints received shall be analyzed to:

- Identify customer concerns
- Identify root cause for such concerns
- Map processes and systems that are related to the concerns
- Identify those process and system gaps/deficiencies
- Initiate corrective and preventive actions, as applicable
- Adopt control measures to ensure non-recurrence

In line with the Company's policy, appropriate training is imparted to all contact points and responsible officers on Grievance process to empower them to enable customer service in the most fairly and efficient manner.

## 4 Review Forum

**Customer Centricity Council (CCC)** is an executive level Council chaired by the Managing Director & Chief Executive Officer and comprises of representatives from marketing, sales, products, compliance, operations and customer service departments. The Council intends to meet at least once in a month or as may be required from time to time. The Council periodically reviews service performance measures, major operational changes or any other issue impacting customer service delivery and initiate and implement measures for continuous improvement and enrichment of customer experience.

## 5 Publicizing Grievance Redressal Procedure

The Grievance Redressal Procedure is published on our Website in accordance with the Authority's guidelines.