

Complaints Handling Procedure - IFSC Banking Unit (IBU), Axis Bank Limited

Introduction:

Customer centricity is the core of the five values of the bank. Delivering consistent & defined service experience to its customers is imperative for the Bank. Axis Bank has a Grievance Redressal Policy, and the Branch shall adhere to the Grievance Redressal Policy of Axis Bank Limited, India the turn-around-time for complaint resolution. The IFSC Banking Unit takes complaints against them very seriously and maintains a procedure to ensure that complaints are dealt with promptly and fairly (definition of Customer Complaint/query as defined by Axis Bank limited on their website)

Objective:

The policy objective is to provide clear guidelines for Query/Complaint registration, Turnaround Time for Resolution, providing appropriate layers of Escalation and improve effectiveness of Complaint handling and overall customer service.

Process:

- If Customer wish to register complaint, Customer shall send an email to complaints.Giftcity@axisbank.com. There are no charges for sharing complaint handling process and related services.
- Customer will send an email to complaints.Giftcity@axisbank.com and approaches any of our front-end channels with his query/complaint in writing.
- These front-end channels will acknowledge the interaction (latest within 7 days) and IBU/RM will provide the contact details of any individual responsible for handling the complaint.
- Respective officer will investigate the complaint, wherever an instant resolution is possible, the channel resolves the issue and conveys the resolution to the customer upfront.
- In case resolution is taking time than respective officer will update the complainant on the progress of the handling of the complaint, at least in the cases when the resolution is expected to take more than usual time (say 30 days).
- Once the requirement is fulfilled or the issue is resolved, the officials will convey the resolution to the customer.
- If the customer is not satisfied with the resolution, he has the option to approach the next level for redressal.

Escalation Matrix:

We have well-defined 3 layers escalation matrix as below. It will be shared on demand as well as displayed at IBU Branch.

- Level 1: Includes front-end Channels, i.e. IBU Branch Officers, relationship Managers and email (E-mail id - Giftcity.Operations@axisbank.com)
- Level 2: Operations Head of IBU (E-mail id - Kahnu.Harichandan@axisbank.com)
- Level 3: CEO of IFSC Banking Unit (E-mail id - Srivastava.Vivek@axisbank.com)