
AMBITION SERVICES PRIVATE LIMITED

Name of the Policy	Customer Grievance Redressal Policy
Policy Owner	Grievance Department
Policy Custodian	Legal & Compliance Department
Date of approval by the Board	25th October, 2023



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Customer Grievance Redressal Policy

1) Introduction

Customer focus is one of the core values of Ambition Services Private Limited (here in after referred to as “The Company”). The Company has a holistic approach towards setting up service standards and continuously improvising customer experience based on customer feedback received through various channels. The Company aims to ensure quick and effective handling of customer grievances, as well as prompt corrective & preventive action (including correction of the process, wherever required) to avoid recurrence.

2) Objectives

The objective of the policy is to spell out the framework for Customer’s Grievance Redressal in the Company, to ensure that:

- Our primary objective is to consistently achieve high levels of customer satisfaction by delivering exceptional products and services while exceeding customer expectations.
- All customers are treated fairly and in an unbiased manner at all times.
- All grievances raised by customers are dealt with courtesy and as per defined timelines.
- Customers are made aware of avenues to escalate their grievances within the Company and their rights to escalate further if they are not satisfied with the Company’s response.
- The Company will address all complaints efficiently and fairly.
- The Company employees shall deal with the grievances in good faith and without prejudice.
- To prevent escalation of complaints directly to our partners.

3) Scope

The Company has put in place a structured, meaningful, and effective mechanism for redressal of customer complaints. It ensures that the complaint is redressed in fair manner & within the given framework of rules and regulation. The policy document is available at all branches and the employees are aware about the complaint handling process. The policy is also available on the Company’s website.

4) Principles of Grievance Redressal:

The guiding principles of the approach to grievance redressal are as follows:

- I. **Accessibility:** The Company shall provide various avenues to customers (such as Branch, helpline number, email ids, etc.) to register their grievances, as well as assist them in escalating their grievances at appropriate forums within the Company.
- II. **Acknowledgment of Grievances:** The Company shall acknowledge the receipt of complaints received through various channels and will communicate the turn-around-

time for complaints to be redressed. The Company shall arrange to communicate the resolution within the defined time frame.

- III. Transparency in Resolution of Grievances:** The Company shall examine the customer's grievance in a transparent manner, while ensuring timely communication of resolution to the customer

5) Definition of Query and Complaint:

The definitions for Queries and Complaints, with illustrative example is as below.

a. Query:

A query can be defined as a question, often expressing doubt about something or looking for an answer from an authority.

A Query is:

- a) Any information/clarification sought by the customer that can be addressed and closed immediately to their satisfaction.
- b) Any question to which the customer is seeking an answer.
- c) Customer enquiring before expiry of specified turnaround time (TAT) for service/deliverables /request.

b. Complaint:

A complaint may be defined as "An expression of dissatisfaction made to an organization, related to its products and services, or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected" A complaint may be expressed in person, over the telephone or in writing.

A Complaint is:

- a) Failure/ Inadequacy on the part of the Company to deliver on a stated or implied commitment with respect to its product, service, policy, employee, or third-party service provider leading to objection/ accusation/ grievance/ dispute.
- b) A representation alleging deficiency in service on part of the Company and seeking redressal.

6) Category of Complaints

The Complaints can be categorised in the following manner:

- i) Health Insurance Related Complaints:** The complaints under this category shall be taken care by AM/BM/CM.

The CM shall record and register the Complaint and collect documents form the customers.

The BM shall send intimation of all complaint related documents to HO team.

The AM shall follow up and resolve complaints, also satisfy the clients through CM/BM.

The Auditor may investigate the complaints on need basis.

ii) Death Case Related Complaints: The complaints under this category shall be taken care by AM/BM/CM.

The CM shall record and register the Complaint and collect documents form the customers.

The BM shall send intimation of all complaint related documents to HO team.

The AM shall follow up and resolve complaints, also satisfy the clients through CM/BM.

The Auditor may investigate the complaints on need basis.

iii) Loan Amount related complaints: The complaints under this category shall be taken care by AM/BM/CM and MIS department.

The BM shall forward clients details, along with loan amount through an email to MIS department for the purpose of loan statement.

The MIS department send loan statement to the concerned BM.

The Auditor may investigate the complaints on need basis.

iv) Other Complaints: Complaints other than the above category shall be taken care by concerned person of all the departments.

The Auditor may investigate the complaints on need basis.

7) Key steps of customer grievance redressal mechanism:

- I. **Complaint Submission:** The customers having any query/complaint may submit their concern to the Company through various channels such as verbally, by phone or by email. The Company shall ensure that the complaint submission process is accessible and well-publicized.
- II. **Complaint Registration:** On receipt of a complaint, the complaint will be registered with the grievance redressal officer. This typically involves recording of relevant details such as complainant's name, contact information, nature of the complaint, date of submission, customer loan ID, employee code, division name, cluster name etc.
- III. **Investigation:** The concerned team shall initiate enquiry into the complaint, diligently collect pertinent information, examining any accompanying documents, and, if necessary, reach out to the customer for additional clarifications. The investigation will be conducted meticulously, ensuring fairness and impartiality throughout the process.
- IV. **Resolution:** Based on the findings of the investigation, the concerned team shall take the appropriate action for resolution of the complaint. This could involve corrective measures or any other necessary action to address the complaint.
- V. **Documentation:** Throughout the entire complaint resolution process, it is important for the company to maintain detailed records of each complaint, including the steps taken, findings, resolutions, and any communication exchanged with the customer. This documentation helps ensure accountability and allows for future reference if needed.

- VI. **Continuous Improvement:** The Company shall have a customer grievance redressal committee to review the nature of customer grievances received and give its recommendations to the Board to strengthen the complaint redressal mechanism in the Company and enhance the quality of customer services and reduce customer grievances in the first instance by improved policies, processes, and trainings.

8) Mode of Complaint:

The customers may submit their queries/complaints in writing, verbally or telephonically on toll free no. The customers can submit their written and verbal enquiries to any of Ambition's staff who meets them at any forum such as centre meetings, CGT, GRT, and Branch.

(i) Field Level/ Village Level:

The customers may submit their complaints via telephone, verbally and in writing to any ambition employee. The concerned employee shall register customer grievance in branch grievance register.

(ii) Branch Level:

The customers may submit their complaints in the following ways at branch level:

A. Complaint Box:

Each branch of the company has a complaint box, Clients who have complaints or concerns can write them down and drop the complaint in the designated complaint box at the respective branch of the Company. The auditor is responsible for keeping the key to the complaint box securely and for checking the complaint box every week. The auditor will record the complaint and forward it to the concerned AM/DM/SH as per the relevance of the complaint.

B. Complaint Register:

Customers visiting branches for any query/service request or grievance will interact with Branch Manager. The Branch Manager will record the complaint in the branch Complaint Register and provide solution to the complainant. **(Branch Complaint register format is given in Annexure-A and new grievance register (soft copy) given in Annexure-B.)**

(iii) HO Level

Ambition has set up a Toll-Free number (**1800-889-5319**), email grc@ambiserv.co.in for its customers to address any query/concern or register any complaint. Customers can call the number provided on display in branches or call on the number provided on the website to register their complaints. There is also a dedicated Grievance Redressal Officer to receive, record and forward any complaint received to the concerned department. Grievance redressal Officer is also responsible for follow-ups and resolution of the grievances.

The contact details of the Grievance Redressal Officer are provided herein below:

Name: Ms. Pooja Kumari

Mail ID- grc@ambiserv.co.in

Contact No.: 1800-889-5319

9) Documentation of grievances:

(i) Village/field level:

The Clients should register their complaints to the concerned employee of the Company via telephone, orally or in writing. The employee shall register customer's grievance in branch grievance register and ensure that each entry in the register is unique and sequentially numbered for reference.

(ii) Branch level:

BM have to record customer's complaint in the register and also maintain an excel file with the complainant's name for customer (mention loan id), contact information, nature of complaint and date of complain submission, Division name, cluster name, branch name and code etc. and ensure that the data in the Excel file is regularly updated.

AM shall intimate all grievances to the grievance officer on or before the 2nd day of each month.

The Grievance officer will send it to the management by the first week(7th) of the same month.

Shikayat Niwaran Prakriya (शिकायत निवारण प्रक्रिया) Should be displayed on notice board in all the branches and head office. – **Annexure C.**

Grievance redressal information (GRI Sheet) – **Annexure D.**

(iii) HO level:

In head office, on receipt of a complaint, the Grievance redressal officer shall record it in the register and maintain a softcopy with the complainant's name for customer (mention loan id), contact information, nature of complaint and date of complain submission, division name, cluster name, branch name and code etc.

The Grievance officer will send it to the management by the first week (7th) of the same month.

10) Investigation of grievances:

A. Branch level:

Branch level complaints will be investigated by business team and audit team. Proper checking of grievance registers and sign of AM or DM.

Firstly, CM and BM solve grievances. Later on, the complaint will be handled by their reporting manager/ Superior such as AM/DM/SH. AM/DM/SH will investigate the complaint by interacting with the clients and they will also inform to the grievance redressal officer & audit team and solve within TAT.

B. HO level:

HO level complaint will be investigated by Grievance redressal officer, business team and audit team. Complaints received through toll free number **(1800-889-5319)**, e-mail I'd grc@ambiserv.co.in at head office, the grievance redressal officer will try to connect with concerned departments as per the requirement and complaint details will be mailed to the concerned department and they will investigate and revert it. After receiving the revert from team, it will be shared with senior management and approval will be taken for closure of the grievance/complaint. All the above procedure will be conducted by keeping in loop the risk and audit team.

11) Monitoring & Review Mechanism:

Branches will have a complaint box where customers can submit their complaints. Further, a complaint register is maintained at the branches in which, all the complaints received, via call or in written, will be recorded. Every week, Area Manager will consolidate and forward the details of all complaints and their resolution status to Grievance redressal Officer via email.

The Area Manager will consolidate and forward the details of all complaints and their resolution status to Grievance redressal Officer via email every week

Grievance redressal Officer will consolidate the details received and will forward the same to senior management. This should mandatorily include the status of the resolution and highlight the complaints pending for resolution. On monthly basis, the Audit executive will audit whether all the complaints have been reported to the Grievance redressal Officer in a timely manner.

12) Consolidation of grievances

Client registered her complaint through verbally/phone/written to any employee of Ambition.

All Complaint should be registered in complaint/grievance register at branch.

AM collect all data of Complaint from branch in pre-defined excel format, and send to grievance team at HO.

Grievance team, required to data as on 3rd date every month from Area Manager.

After Consolidation of all data (Branch and HO) will send to Management team by 7th of following month.

13) Customer's Grievance Redressal Committee:

To provide a meaningful review mechanism and a forum for appeal to the complainants on the decisions taken at operating levels, this policy envisages the constitution of Redressal Committees as under:

The composition of the Customer’s Grievance Redressal Committee is as follows:

Chairperson: The chairperson shall be elected at every meeting of the Committee between Mr. Ankur Singhal and Mr. Praveen Choudhary, Directors/promoters of the Company.

Members: Representatives from different functional areas of the company, such as customer service, operations, legal, HR and Admin, Risk and Audit, Grievance etc. This ensures a broad perspective and expertise.

Composition of Committee

Sr. No.	Name	Functional Areas	Designation in Committee
1.	Mr. Ankur Singhal	Director & CEO	Member
2.	Mr. Praveen Choudhary	Director & COO	Member
3.	Mr. Rahul Jain	Operation – Business head	Member
4.	Mr. Anoop Kumar	Operation- Sr. State head	Member
5.	Mr. Abhishek Das	Risk and Audit- Manager	Member
6.	Mr. Durgander Kumar	HR and Admin- Manager	Member
7.	Ms. Sunny Chaudhary	Operation-Branch Manager	Member
8.	Ms. Pooja Kumari	Grievance -Assistant Manager	Member
9.	Mr. Vikash	Legal & Compliance	Secretary of Committee

14) Periodicity and Attendance at Meetings

The Committee shall meet at least once a year. However, if necessary, it may meet more frequently at the instance of the Chairman or at the request of the other members to discuss the various issues received.

- i. At least three members of the Committee shall be present in a meeting to constitute the quorum

15) Action taken by the grievance committee:

If a grievance persists, it will be formally lodged and then forwarded to the Grievances Redressal Committee. Any grievances that remain unresolved within the department will be reviewed by the grievance committee, which commits to resolving them within 7-days timeframe.

In case of any complaint which involve issues that require immediate attention due to potential harm or legal implications such as police complaint lodged by the client against an employee of the company or any sexual harassment of a client related complaints or any such critical complaint, if any such critical complaint received by the committee, the following procedure may be followed:

- i. Upon receipt of intimation of such a complaint, an immediate meeting of the committee shall be called and conducted.

- ii. In the meeting, the Committee will discuss and appoint a suitable person to conduct a thorough investigation into the complaint. This might involve interviewing relevant parties, reviewing documents, and gathering evidence.
- iii. If necessary, consult with a legal counsel to understand the legal implications of the complaint and seek advice on how to proceed.
- iv. Maintain detailed records of all interactions and findings throughout the process. This documentation can be crucial for accountability and transparency.
- v. Maintain confidentiality and protect the privacy of all involved parties. Avoid disclosing sensitive information to individuals who are not directly involved in the matter.
- vi. Develop a clear plan for resolving the complaint. This may involve taking corrective actions, providing compensation, or implementing policy changes to prevent future occurrences.
- vii. Communicate the resolution plan to the complainant in a clear and transparent manner. Provide a timeline for implementation and any further actions required from their end.
- viii. Ensure that the resolution plan is implemented as scheduled. Follow up with the complainant to confirm if they are satisfied with the outcome.
- ix. Once the complainant is satisfied, close the complaint and seek feedback on the handling of the complaint. Use this feedback to improve the grievance redressal process.
- x. After the matter is resolved, conduct a review of the situation to identify any weaknesses in the organization's processes or policies that may have contributed to the issue. Implement preventive measures to avoid similar situations in the future.
- xi. Evaluate your organization's employment policies and procedures to determine if any actions taken by the employee were in violation of company policies. Follow your organization's disciplinary procedures if needed.

The Committee shall give its recommendations to the Board to improve the complaint redressal mechanism in the Company. The committee's decision will be considered final.

16) Training of Operating Staff on handling complaints:

All Operating Staff are properly trained to handle customer complaints. During the interaction with customers, differences of opinion and areas of friction can arise. Imparting soft skills required for handling irate / agitated customers is an integral part of the training programs for staffs. The Company ensures that the internal machinery for handling complaints / grievances operates smoothly and efficiently at all levels.

17) Grievance policy dissemination:

1. Mail to all departments:

Compliance & policy dept. will be circulate to all department heads and all branches within organization about Updated New customer grievance redressal policy.

GRI Sheet will be send to all branches.

शिकायत निवारण प्रक्रिया will be displayed on notice board

2. Toll free number - dissemination

Through SMS – We will circulate tollfree number by SMS to Active loan client.

Disbursement time (GRI Sheet) – BM/CM should provide one copy of GRI sheet to center file at the time of loan disbursement.

Center meeting (GRI Sheet) – BM/CM should provide one copy of GRI sheet to all the existing center (center file).

Welcome call by calling team – calling team to add some points on her existing scripts such as (लोन तथा बीमा सम्बंधित समस्याओं के लिए टोल फ्री नंबर:-1800-889-5319 पर संपर्क करें).

18) Review and Renewal

This policy will be reviewed periodically to ensure its effectiveness and alignment with regulatory requirements and industry best practices and any necessary updates or revisions may be made accordingly by the compliance and policy department. The updated policy will be placed for board approval at least once in a year.

Annexures

Annexure A:- Existing grievance register

Ambition बढते कदम		Ambition Services Pvt. Ltd.					Branch	
GRIEVANCE/ COMPLAINT REGISTER									
S No/ Complaint Id	Date	Mode of Complaint Le in person, phone or written	Name of complainant and contact Details	Village, Centre Name & CM Name	Particulars of Complaint	Date Responded to customer	Response given with Signature of BM	Status of Complaint (closed / open)	Review Remarks AM/DM with Sign

Annexure B:- New grievance register(Soft copy)

Branch Details				Client Details						Complaint Raise Details				Complaint Action Details						
S. No.	Complaint No.	BC Partner	Cluster Name	Branch Name	Center Name	Client ID / CIF No.	Loan ID	Client Name	Nominee Name	Client's Contact No.	Date Complaint Raised on	Complaint By	Type of query	Complaint Description	Pendency at Field/Ho	Action taken	Status (Open/Closed)	Closed Date Complaint	Closed by Field/HO	Closer Employee Name

Annexure C:- ग्राहक शिकायत प्रक्रिया



ग्राहक शिकायत प्रक्रिया

(Customer's Grievance Redressal Process)

Ambition Services Private Limited (The Company) अपने सभी मेम्बरों को यह अधिकार देती है कि अगर मेम्बरों को कंपनी के प्रति किसी भी तरह कि कोई शिकायत है तो वह निम्नलिखित तरीके से अपनी शिकायत दर्ज करवा सकते हैं !

- मेम्बर अपनी शिकायत सेण्टर मैनेजर या ब्रांच मैनेजर को उनकी फाइल के ऊपर दिए गए निजी संपर्क नंबर पर कर सकते हैं !
- मेम्बर अपनी लिखित शिकायत ब्रांच में लगी शिकायत पेटी में डाल सकते हैं या ब्रांच के शिकायत रजिस्टर पर दर्ज करवा सकते हैं।
- मेम्बर अपनी शिकायत फाइल के ऊपर लिखे गए Toll Free Number पर दर्ज करवा सकते हैं, कंपनी का Toll Free Number 1800-889-5319 है।

अगर मेम्बर अपने शिकायत के निपटारे से असंतुष्ट हो तो वह अपनी शिकायत कंपनी के शिकायत निवारण अधिकारी के पास कर सकते हैं

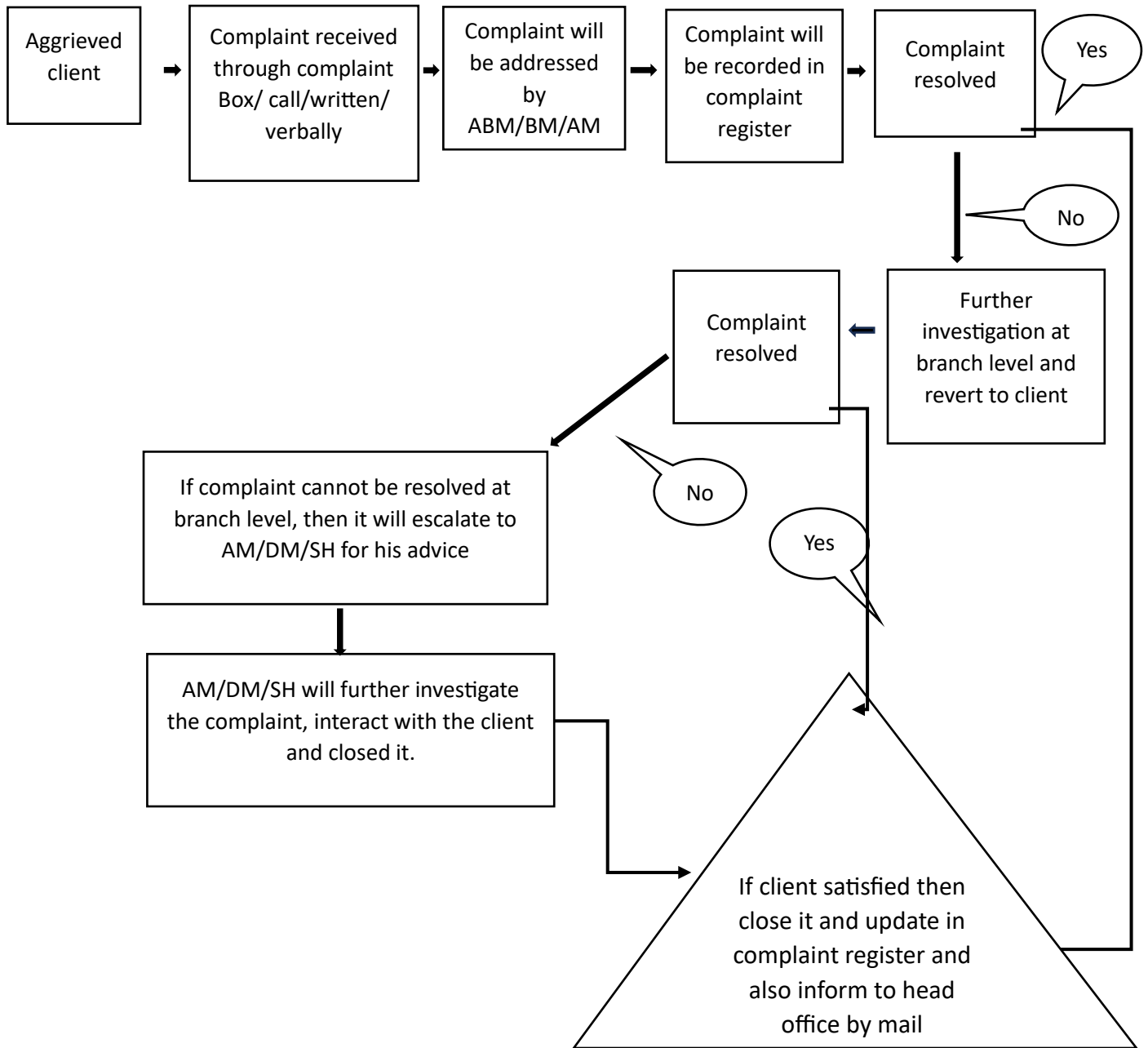
शिकायत निवारण अधिकारी

- टोल फ्री नंबर - 1800-889-5319
- संपर्क नंबर - 8368560860(WhatsApp only)
- ई-मेल - GRC@ambiserv.co.in
- पता - House no- 25, Dwarka sector 11, New Delhi, 110075.

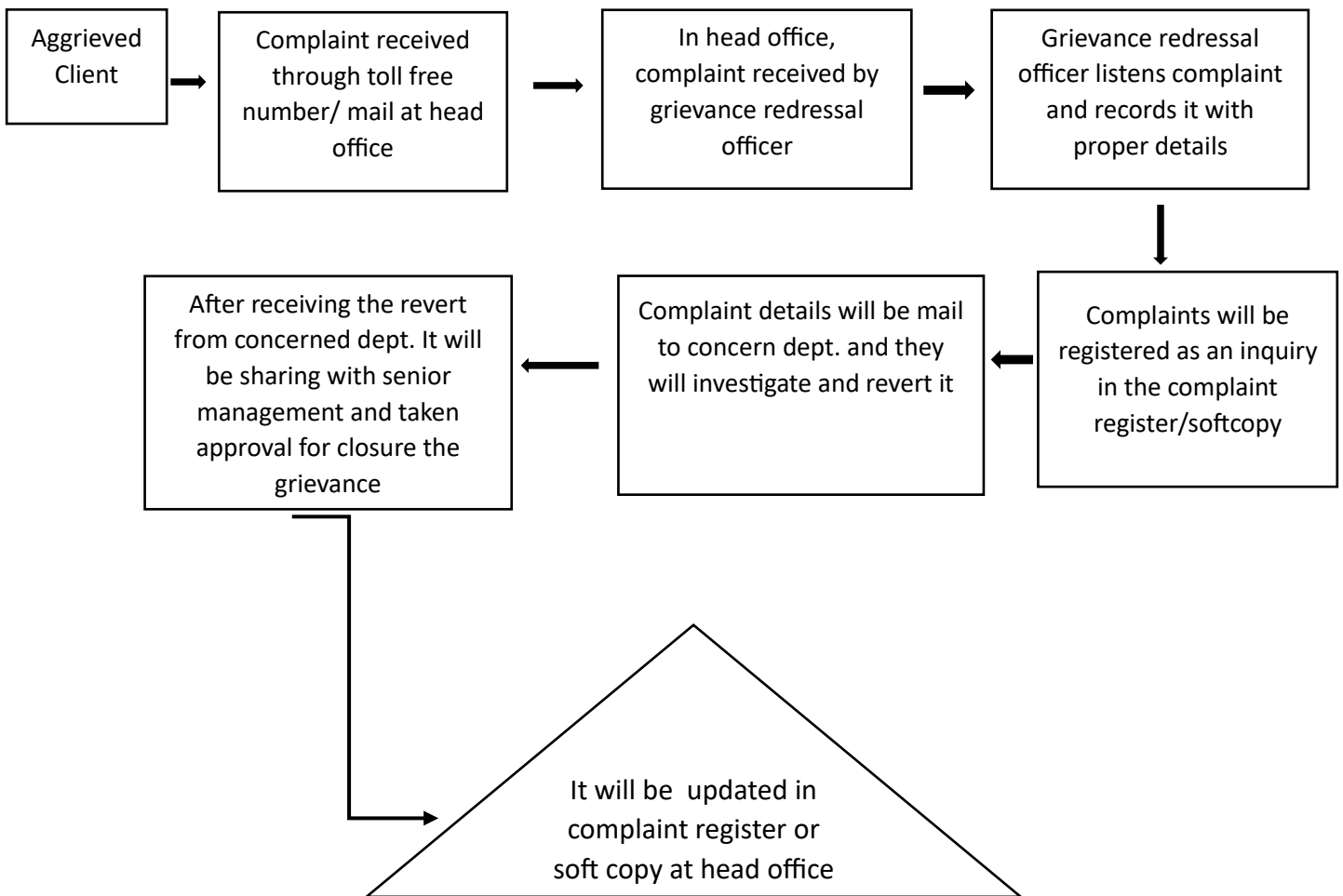
शिकायत निवारण की समय सीमा:-

- ब्रांच में दर्ज कराई गयी शिकायत का निवारण 2 कार्यरत दिन के भीतर होगा !
- शिकायत निवारण अधिकारी के पास दर्ज कराई गयी शिकायत का निवारण 3 कार्यरत दिन के भीतर होगा !

Process Chart of Complaint at Branch Level: -



Process Chart of Complaint at HO Level: -



Annexure D:- Grievance redressal information(GRI Sheet)

Ambition
बढ़ते कदम

शिकायत निवारण सूचना

ब्रांच का नाम और पता _____

ब्रांच मैनेजर का नाम _____ Ph. No.:- _____

सेंटर मैनेजर का नाम _____ Ph. No.:- _____

CM/BM द्वारा समस्या का समाधान न होने पर निचे दिए गए Details पर Contact करें!

शिकायत निवारण अधिकारी

Grievance Redressal Officer

 **1800-889-5319**

 **8368560860 (Whatsapp only)**

 **GRC@ambiserv.co.in**

 **सोमवार से शुक्रवार:- 10:00AM-06:00PM**
1st,3rd और 4th शनिवार:- 10:00AM-04:00PM

 **रविवार:- अवकाश**

**Office Address:- Plot No. 25, Near Dwarka sector 11
Metro station, New Delhi, 110075**