

GRIEVANCE REDRESSAL / RESOLUTION OF COMPLAINTS

Grievance Redressal Procedure

Objective

An integral part of excellence in customer service is to have a prompt and responsive mechanism to address customer grievances. This section of the policy document lays down various provisions, systems and procedures to ensure prompt and fair redressal of customer grievance through a well defined structure.

Grievances may originate because of one of the following reasons:

- a. Gap between the actual product or service offered and the understanding of the customer about it. This may be due to incomplete information or misinformation about the product/service.
- b. Failure to deliver a product or service as per the expectations of the customer.
- c. Perceived Misselling or unfair business practices

The Grievance Redressal mechanism at SBI Life is based on the following basic philosophies

- a. Grievance redressal will always be a focus area of senior management.
- b. All the grievances shall be treated fairly, objectively and transparently.
- c. Grievances raised shall be handled and resolved swiftly within a reasonable time and in accordance with the applicable regulations.
- d. All the aspects related to the grievance shall be taken into consideration before providing a comprehensive solution.
- e. All employees shall be educated and trained regularly to handle grievances with empathy and in good faith without any prejudices about the complainant.
- f. The complainant shall be provided information about the escalation mechanism and other avenues available for him to seek a redressal in case he is not satisfied with the resolution provided.

Organizational Structure for Grievance Redressal Mechanism

In accordance with the IRDAI guidelines on grievance redressal by insurance companies which provide that every insurer shall have a designated grievance redressal officer of senior management level. It also stipulates that every office other than the corporate office shall also have an officer nominated as grievance redressal officer for that office, the grievance officers for the Company at different levels shall be as under

- a. For the Company – Chief Operating Officer assisted by Head Client Relationship.
- a. Regional Offices - Regional Director
- b. All other branch offices - Head of the Office

Process of Receiving the Grievances

The policyholders and prospects can approach us through letter, email, phone calls, SMS or walk in to any of the SBI life branches for redressal of their grievance or queries.

The grievance can also be logged in directly by the policy holder at info@sbilife.co.in, in SBI Life website www.sbilife.co.in, SBI Life mobile app or Customer Self Service Portal <https://mypolicy.sbilife.co.in>.

There is also an option for the policy holder to login their grievance with the Integrated Grievance Management System (IGMS) portal www.igms.irdai.gov.in of IRDAI. The policyholder can also seek redressal at any of the Regional offices or the Central Processing Center with Head - Client Relationship.

SBI life Insurance Company Limited

Central Processing Center
7th Level (D Wing) & 8th Level,
Seawoods Grand Central, Tower 2,
Plot No R-1, Sector - 40,
Seawoods, Nerul Node
Navi Mumbai-400 706
Email id: hcr@sbilife.co.in

If not satisfied with the resolution provided at a particular level, customer can escalate his grievance to the next level.

Process for Registration of Grievances

The grievance of the customer shall be registered in our Customer Relationship Management (CRM) module and a unique Service Request (SR) number shall be allotted to the grievance.

As per the regulatory guidelines, CRM module is fully integrated with Integrated Grievance Management System (IGMS) of IRDAI and all grievances logged in CRM are mirrored in IGMS and IRDAI Token Number is generated in real time.

Similarly grievances logged at IGMS are mirrored in CRM for registration of these grievances.

Process for Resolution of Grievances

Once the grievance is logged in CRM with unique SR Number, the grievance is looked into in detail and resolution provided according to the nature of the grievance.

- a. A written acknowledgement shall be sent to the complainant within 3 working days from date of receipt of grievance. In case grievance is resolved within three days, resolution letter is sent to the complainant.
- b. The acknowledgement letter will be sent with the name, designation and contact details of the authorized official
- c. The acknowledgement letter will detail the grievance redressal procedure and the time needed to resolve the grievance.
- d. In respect of grievances not resolve within 3 working days the same will be resolved within 2 weeks of its receipt and SBI Life will arrange to forward the final resolution letter to the complainant.
- e. The resolution letter will redress or reject the grievance and the reasons for the same will be advised to the client.
- f. The complainant will also be advised that if no escalation is received from the complainant within 8 weeks from the date of receipt of response from SBI Life the grievance will be treated as closed.

Once the grievance is closed, the gist of resolution shall be recorded in CRM application to help track all the grievances logged along with the resolution comments.

Process of Escalation

- a. The complainant is advised as to how to pursue a grievance further if the resolution provided is not acceptable to him/her.
- b. The complainant can approach the Regional Director at the Regional Office if not satisfied with the resolution provided at the Branches.
- c. The complainant can approach Head Client Relationship at Central Processing Centre if not satisfied with the resolution provided by the Regional Office.
- d. The complainant can approach the Chief Operating Officer at Central Processing Centre if not satisfied with the resolution provided by the Head Client Relationship
- e. In case the complainant is still not satisfied with the final response/resolution provided by the company the complainant can write to Insurance Ombudsman. The detailed address and contact details of the Insurance Ombudsman are mentioned in the response letter provided to the complainant.

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