

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 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 Mis-selling 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

- a) The Company shall have a designated Grievance Redressal Officer (GRO) of a senior level at the corporate office. The GRO at the corporate office will be the contact person for IRDAI.
- b) The GRO shall also act as the GRO under Consumer Protection(E-Commerce) Rules, 2020.
- c) Every other office of the Company shall also have a designated Grievance Officer who shall be Head of that 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 wecare@sbilife.co.in, & wecare.seniorcitizen@sbilife.co.in Toll free Number 1800 267 9090, in SBI Life website www.sbilife.co.in, SBI Life mobile app – Smart Care

There is also an option for the policy holder to login their grievance with the Bhima Bharosa portal <https://irdai.gov.in> (E-SERVICES>>Bima Bharosa>>Register Complaints).

The complainant can also approach with their grievances through National Consumer Helpline (NCH), Toll Free No. 1800-11-4000 OR 1915 (08:00 AM To 08:00 PM), SMS No. 8800001915 (24 Hrs.) OR through the website www.consumerhelpline.gov.in.

Centralized Public Grievances Redress and Monitoring System (CPGRAMS) portal is an online platform available to the citizens to lodge their grievances through <https://pgportal.gov.in> to the public authorities on any subject related to service delivery.

The grievance received through NCH & CPGRAMS are registered in CRM and resolution to complainant is being provided within TAT as prescribed by IRDAI.

The policyholders of PMJJBY scheme have the option to raise his grievance through the Jansuraksha portal <https://jansuraksha.in/login>. This portal facilitates claims, services and grievance handling online for PMJJBY members.

In addition, policyholder can also seek redressal at any of the Regional offices or the Central Processing Center with Head – Customer Service and Experience.

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 Bima Bharosa Portal of IRDAI and all grievances logged in CRM are mirrored in Bima Bharosa Portal and IRDAI Token Number is generated in real time.

Similarly, grievances logged at Bima Bharosa Portal 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 written acknowledgement shall be sent to the complainant immediately on receipt of grievance.
- Company shall seek and obtain further details, from Complainant, if any, within one week from the date of receipt of complaint.
- The grievance will be addressed within 14 days of its receipt and the resolution letter will be communicated to the complainant, detailing the decision and the reasons for it.

The complainant will also be advised that if no reply is received from the complainant within 8 weeks from the date of receipt of Grievance from SBI Life, the grievance will be treated as closed.

- The complaints which are getting logged in NCH/CPGRAMS portal are being viewed by SBI Life Insurance Co. Ltd. using their portal. These complaints are registered in CRM and are analysed, investigated and necessary action are being taken to resolve these grievances. The resolution is being informed to the complainant through email/letter and the same is also updated on the NCH/ CPGRAMS portal.

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

The complainant is advised on how to pursue a grievance further if the resolution provided is not acceptable to him or her.

The escalation matrix for resolution of grievance is as under:

Level 1: The complainant can approach the Regional Director at the Regional Office if not satisfied with the resolution provided at the Branches.

Level 2: The complainant can approach Head – Customer Service & Experience at Central Processing Centre if not satisfied with the resolution provided by the Regional Director.

Level 3: The complainant can approach the Chief of Customer Service and Experience (Grievance Redressal Officer) at Central Processing Centre if not satisfied with the resolution provided by the Head-Customer Service & Experience

Level 4: The Complainant can approach the Internal Ombudsman for cases where amount involved is upto Rs. 50 lakhs, if the complaint is not responded to within 14 days of receipts of complaint by the insurer OR they are not satisfied with the rejection /resolution decision provided by the GRO.

In case the complainant is still not satisfied with the final response/resolution provided by the company / Internal Ombudsman 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.

Customer also has an option to approach the Honourable Insurance Ombudsman after expiry of 30 days from the date of filing the complaint even if the complaint is lying in different stages of internal grievance redressal process of the company.

These details are also provided to the policy holders in the policy document and on the company's website www.sbilife.co.in.

Categorization of Grievance

- Grievances will be categorized as prescribed by IRDAI from time to time.
- Suitable processes for handling different categories of grievances would be taken up with approvals from Chief of Customer Service & Experience.
- Legal Grievances received through consumer commissions, lok adalat courts, ombudsman's office and legal notice shall be separately handled by our legal cell.

Review of Grievances (PRAGATI PROGRAM)

20 sample grievances wherein the GRO decision is not in favor of the customer shall be presented to the MD & CEO every week for review as per IRDAI guidelines on PRAGATI programme with a view to addressing the gaps, if any, in the underlying systems and processes so as to avoid recurrence of similar complaints.

Reporting

A quarterly report shall be put up to the management on total grievance received /resolved and pending along with a root cause analysis and category/region wise trends will be put up to the top management.

A quarterly report on grievances will be submitted to Policyholder Protection, Grievance Redressal and Claim Monitoring committee of SBI Life Board. The report will list out the reason for the grievance, action taken and any further action which needs to be initiated.

Claim Review Committee (CRC)

Whenever a claim decision is taken and communicated to the claimant, there may arise some dissatisfaction due to various reasons such as non-settlement of claim, incorrect amount of claim settled, delay in claim settlement etc.

In order to ensure fair and unbiased resolution to the grievances of the policyholders/claimants regarding claim settlement, the Company shall form a Claims Review Committee.

Policyholder/Claimant can approach the Claims Review Committee for resolution of his/her grievances related to claims.

Health claims – All claims where repudiation decision is applicable will be presented to the Committee members for their approval before decisioning

Composition of CRC

Exhibiting the commitment of the Company to provide a fair resolution the claimants' grievance in a transparent manner, the Claims Review Committee shall be constituted. A Retired High Court Judge shall be Member of the Committee.

The composition of CRC is as follows:

- Retired Judge—High Court
- President (Ops & IT)
- President & Chief Distribution Officer
- President – Business Strategy
- President & CFO
- Chief Actuary & Chief Risk Officer
- Appointed Actuary
- Chief Operating Officer
- Deputy Chief Operating Officer
- Legal Officer – Business Operations
- SVP & Head –Underwriting

Zonal Directors will be permanent invitees of CRC meetings.

SVP & Head – Claims & Claims Fraud Management, VP Claims and AVP Claims will be the assisting members of the Committee.

The quorum of the Committee will be at least 5 members. MD & CEO would be allow to change and/or add members of the committee representing management of the company, in case required. The same shall be ratified by the Board in its ensuing meeting.

Procedure for review of grievances put up to CRC

The Policyholder/Claimant can represent the decision of the Company on his/her claim for a review by the CRC, by writing to SBI Life.

The representations shall be put up to the Claim Review Committee (CRC) with all relevant facts for review. The CRC may uphold or change the original decision after reviewing the claimant's representation based on the merits of each individual case after scrutiny of the documents, evidences and information presented to it.

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