

## **GRIEVANCE REDRESSAL GUIDELINES**

The endeavour of HDFC Standard Life Insurance Company Ltd (hereinafter called as HDFC Life) is to provide the customer with the right solution and take a fair stand. We firmly believe that a correct and timely response, even if it differs from the one which the customer is looking forward to, is far better than a delayed and incorrect response which results in escalations and a possible change in stand later on. The grievance management process is also a good indicator to check and improve our service levels.

### **Objective**

HDFC Life, under the IRDA Regulation for Protection of Policyholders Interest, 2002 has put in place an internal grievance redressal mechanism to ensure effective and timely resolution to policyholders' concerns. This is in line with the guidelines issued by IRDA from time to time.

- To provide timely resolution to our customers through a detailed root- cause analysis and in turn, ensure customer retention and satisfaction.
- To define the user friendly process for complaints received from various channels.

### **Procedure to register a complaint**

The Grievance Redressal Guidelines incorporated by HDFC Life are applicable for resolution of any grievance or complaints. These complaints may be received either at the branch, Hub(s), Registered Office or Head Office through any of the following ways:

- Written letter duly signed by the policyholder at any HDFC Life branch. The branch address is available on our website [www.hdfclife.com](http://www.hdfclife.com).
- Email from the registered id of the policyholder at [service@hdfclife.com](mailto:service@hdfclife.com).
- Verbal\* complaint (Post verification of the policy related details) by calling us on our help line number 18602679999\*\*.
- Complaint registered by policy holder on IGMS (Integrated Grievance Management System).

\* We require written complaints from policy holder for mis-sale related complaints.

\*\*Local Charges apply. DO NOT prefix any country code e.g. +91 or 00.

There would be a nominated Grievance Redressal Officer at the respective branch to address the customer's complaint.

## **Classification of Complaint, Request and Query**

### **Complaint**

"All customer dissatisfaction arising due to any of the reasons stated below will be treated as a complaint:

- Non- adherence to a stipulated Turn-Around-Time (TAT)
- Non- fulfillment of a promise or regulatory requirement
- Misrepresentation or suppression of facts to the customer"

### **Request**

Any communication from a customer soliciting a service such as a change or modification in the policy.

### **Query**

Any communication from a customer for the primary purpose of requesting information about a company and/or its services.

HDFC Life receives customer complaints for the following reasons:

- Customer alleging that the plan or proposal was incorrectly sold to him or a wrong selling has been done or wrong promise or non- disclosure of charges.
- Customer complaining that his servicing transaction was incorrectly processed or not processed at all or issues with his servicing agent or bad quality of servicing, etc.
- Customer complaining about tampering of documents, misappropriation of funds, etc.
- Any other concerns about his contract which has not been adequately addressed.

\*Above are illustrative list of grievances.

## **Complaint Resolution Process**

HDFC Life will ensure that the following processes are followed:

- All grievances (Service and sales) received by HDFC Life will be responded to within the prescribed regulatory Turn Around Time (TAT) of 14 days.
- Written request or email from the registered email id is mandatory.
- If required, HDFC Life will undertake complaints investigation by taking inputs from the customer over con-calls or personal meetings.
- HDFC Life will issue an acknowledgement letter to the customer within 3 working days of the receipt of complaint.
- The acknowledgement that is sent to the customer has the details of the complaint no., the policy no. and the Grievance Redressal Officer's name who will be handling the complaint of the customer.
- If the customer's complaint is addressed within 3 days, the resolution communication will also act as the acknowledgment of the complaint.
- The final letter of resolution will offer redressal or rejection of the complaint with the reason for doing so.

In case the customer is not satisfied with the decision sent to him or her, he or she may contact our Grievance Officer within 8 weeks of the receipt of the communication at any of the touch points mentioned in the document, failing which, we will consider the complaint to be satisfactorily resolved.

The following is the escalation matrix in case there is no response within the prescribed timelines. The number of days specified in the below- mentioned escalation matrix will be applicable from the date of escalation.

<b>Escalation Matrix</b>	<b>Contact Person</b>	<b>Designation</b>	<b>Response Time</b>
1 <sup>st</sup> Level	Mr. Ravi K Chikkam	Sr. Manager – Customer Relations	10 working days
2 <sup>nd</sup> Level (for response not received from Level 1)	Mr. Anthony O'Brien	Associate Vice President - Customer Relations	10 working days
3 <sup>rd</sup> Level (for response not received from Level 2)	Mrs. Metilda Stanley	Sr. Vice President – Customer Relations	5 working days
Final Level (for response not received from Level 3)	Mr. Khushru Sidhwa	Principal Grievance Redressal Officer	3 working days

The highest level of escalation that the customer can make is the Insurance Ombudsman. The detailed address of the Insurance Ombudsman is mentioned in the policy bond given to the customer and is also available in our website [www.hdfclife.com](http://www.hdfclife.com).

\* The policy will be reviewed and placed before the board for approval when regulatory guidelines are issued from time to time.

**HDFC Standard Life Insurance Company Limited.**

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