

Global Markets Complaint Handling Principles

India

Note: the content below is taken directly from <https://www.hsbc.co.in/help/feedback-and-complaints/>



India Global Markets Complaints Handling Principles

Grievance Redressal Policy

We believe that customer service is an important imperative for sustained business growth and we want to ensure that our customers receive exemplary service across different touch points of the Bank. Prompt and efficient service is essential to retaining existing relationships and customer satisfaction is critical to the Bank.

Customer complaints constitute an important voice of customer, and this policy details complaint handling through a structured grievance redressal framework. Complaint redressal is supported by a review mechanism, to minimize the recurrence of similar issues in future. The Bank's Grievance Redressal policy follows the following principles:

1. Customers are treated fairly at all times
2. Complaints raised by customers are dealt with courtesy and in a timely manner
3. Customers are informed of avenues to escalate their complaints within the organization, and their rights if they are not satisfied with the resolution of their complaints
4. Complaints are treated efficiently and fairly
5. The Bank employees work in good faith and without prejudice, towards the interests of the customers

This policy is available on the Bank's website and at our branches on request. Employees are aware of the complaint handling process and the grievance redressal mechanism of the Bank. follow the Alternative Dispute Resolution mechanism, outlined for the specific HSBC entity you have been discussing the issue with

Awareness of the Grievance Redressal mechanism

At HSBC, Customer Delight is our priority and we are committed to provide our customers Best in Class Banking Experience. If Customers are happy with our services, we would love to hear from them. Similarly, customer feedback helps us strengthen things that we are doing well and at the same time improve on areas where we need to do better.

The customer can record their grievances / provide their feedback in writing or verbally. The customer can approach the Bank to register a complaint through any of our service touch points given hereunder and expect a response within 10 days of complaint registration.

In case the customer does not receive a response within the number of days indicated below for each level or if the customer is dissatisfied with the response received from the Bank, the customer may escalate the complaint to the next level as indicated below.

Click on the links below to access the grievance redressal mechanism of the Bank:

- [Grievance Redressal Mechanism - Non Demat Accounts](#)
- [Grievance Redressal Mechanism - Demat Account](#)

Internal Machinery to handle Customer complaints

Nodal Officers and other designated officials to handle complaints and grievances

The Bank has appointed Regional Nodal Officers and the Chief Nodal Officer under the Banking Ombudsman Scheme 2006 (as amended upto July 1, 2017), who are responsible to ensure that the complaint is resolved on behalf of the Bank. Details of Regional Nodal Officers, our Senior Management and Banking Ombudsman are displayed on the notice boards at branches and have been published on the grievance redressal page on our website. The Code of Bank's Commitment to Customers and the Fair Practice Code is also available on our website.

Resolution of Grievance

The service touch point (as specified above) receiving the complaint is responsible for resolution of complaint/grievance to the customer's satisfaction. Every attempt will be made to offer the customer suitable and appropriate alternate solutions wherever possible. However if the customer continues to remain dissatisfied with the resolution, he can escalate the issue through the grievance redressal mechanism, referred under section 2 above.

Time frame

Suitable timelines have been set for every complaint depending upon the investigations which would be involved in resolving the same. Complaints are suitably acknowledged on receipt and the customers are informed of delays if any, in the resolution.

Sensitizing staff on handling complaints (Training)

Our staff is specially trained for handling complaints. The training includes both operations and soft skills, as different customers perceive and react differently to the aspects of complaint handling. Our staff is encouraged to have an open attitude towards recording complaints, ensuring service recovery and winning the customer's confidence. The Chief Nodal Officer and other managers, based on their observation of grievance redressal in various service forums, share feedback and staff training needs with the respective departments.

Customer Service Committees of the Bank

The Bank has a robust framework of customer service committees to maintain oversight and contribute to enhancement of customer service within the Bank. The committees are responsible for understanding opportunities that may exist for service development and product enhancement, particularly towards enhancing customer experience. Important feedback is shared between the committees, on implementing service initiatives while assessing customer feedback on the overall quality of service rendered by the Bank.

Customer Service Committee of the EXCO

This committee of the Board is responsible to oversee the implementation of service enhancement initiatives across the Bank. The Customer Service Committee of the EXCO meets once in a quarter and is required to formulate policies on improved customer experience, assess the service governance structure and effect ongoing improvements in the quality of service provided by the Bank

Standing Committee on Customer Service

This committee serves as a micro level customer service committee driving the implementation process and providing relevant feedback on the effectiveness of the customer service initiatives. On a monthly basis, the committee reviews service metrics across businesses and touch points, and assesses prevalent practices and processes to take the necessary corrective action on an ongoing basis. This Committee is also responsible for overseeing the implementation of regulatory requirements on customer service with the respective units.

Branch Level Customer Service Committee

The Branch Level Customer Service Committee encourages formal communication between customers and the Bank at a branch level, thereby strengthening the branch service with the active involvement of its customers. The committee provides a monthly forum for direct interaction with a cross section of branch customers. Branch customers who are Senior Citizens are also invited to these forums and encouraged to share their views on branch service.