

Customer Grievance Redressal Policy

The Customer Grievance Redressal Policy outlines the framework for addressing the customer grievances.

2.1 Objectives

- All customers are treated fairly, objectively, and promptly without bias at all times
- All issues raised by customers are dealt with courtesy and resolved in a defined timeline
- Customers are made completely aware of their rights so that they can opt for alternative remedies if they are not fully satisfied with our response or resolution to their complaint

2.1.1 Applicability / Coverage

Complaint: When a customer complains about service deficiency, the contact/request is categorized as a complaint.

This policy is applicable to all customers including:

- Customers from Pan India
- Third party product distributed / referred by the company

2.2 Principles of grievance redressal:

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

- a) **Transparency:** The customer shall be provided with information regarding the channels they can access to service their requirements and resolve their issues. In addition, the turn-around-time for issues to be redressed, including investigation and resolution shall be communicated transparently.
- b) **Accessibility:** The Applicant shall enable the customers to avail of services through multiple published channels.
- c) **Escalation:** Information on the process of escalation of complaints to the next level, in case the customer is not satisfied with the resolution provided by the current level.
- d) **Customer Education:** The Applicant shall endeavor to make continuous efforts to educate its customers to enable them to make informed choices regarding payment services and reduce errors in transactions.
- e) **Review:** The Applicant shall have forums at various levels to review customer grievances and enhance the quality of customer service.

2.3 Existing Grievance Redressal Mechanism

The grievance redressal mechanism of the Applicant operates as follows:

- Complaints lodged through call center- Such complaints are allocated to the respective teams who reach out to the customers in a predefined timeline which is communicated at the time of initial contact based on the nature of complaint
- Complaints lodged through email- Such complaints are allocated to the respective teams who then reach out to the clients with the proposed resolution/clarification/information over email in the pre defined and agreed upon timelines

2.3.1 Lodging of Complaints

The consumers can lodge the complaint with the Applicant in any of the following modes:

- Call center
- Email

Call Center

The clients can reach out to the call center on the designated number during working hours (Monday to Friday excluding holidays from 9:30 AM to 6:30 PM). The clients will be greeted by a call center executive who will take the details of the client, including the client mobile number based on which he will be able to identify the merchant account. Based on the nature of the complaint/query, the call center executive will endeavor to resolve the complaint/query on the phone itself. In the situation that the complaint is unresolved, the call center executive will drop an email to the client on the official email ID with the nature of the interaction along with the expected timeline by which the query can be reasonably expected to be resolved. The call center executive will then allocate such query to the concerned team/department who will then resolve it within the predefined timeline.

Email

The clients can email the support email ID which is displayed on the application and the company website. Such complaints/queries will be responded to within 24 working hours (Monday to Friday 9:30 AM to 6:30 PM) of the first contact with a resolution or with a proposed timeline by which the team will be able to provide a resolution. The call center team may reach out to the client to resolve the complaint/query over a phone call or provide a response on the email itself based on the nature of complaint/query. Based on the closure over phone/email, the customer support team will send out an email to the client on the original email marking the query closed.

The support hours are mentioned in the App and are as under:

- Call center Phone support – 9.30 AM to 6.30 PM (Monday to Friday excluding holidays)
- Email can be sent anytime. Email support is available from 9.30 AM to 6.30 PM on Monday to Friday excluding holidays

2.3.2 Resolution of Complaints

Each support executive is provided with an access to the CRM system as per his or her job role. Every communication related to the query requires the same ticket number to be mentioned to ensure that the complete case history is available in a single place for anyone having access to the CRM. This allows different executives to work on the same ticket so that resolutions can happen within timelines.

On resolution of the complaint, email is sent to the customer about the resolution and ticket is closed in the system.

2.4 Aspects of grievance redressal policy:

2.4.1 Registration of complaints

The Applicant enables customers to avail of services through multiple channels. The various channels available to customers for registering the complaints are as follows:

- Customer care: Customers can contact our Customer Care officers over the phone for redressal of issues or send an e-mail/letter to the mail ids/addresses displayed in the escalation matrix on the website.
- Company's website: Customers can log a complaint by writing in the logged-in section or through "Contact Us" link in the home page of the company's website. Customers can also write to the business heads of respective products, as updated on the company's website, in case they are not satisfied with the resolution provided through various channels.
- Email Support: Customers for any information regarding payment services can write to support@ftcash.com in case they are not satisfied with the resolution provided through various channels.

2.4.2 Recording & tracking of complaints

All the complaints received by the Applicant must be recorded and tracked for end-to-end resolution. All the complaints received in India must be lodged in the ftcash Customer Relationship Management and assigned to respective groups for resolution. In case of non-availability of _CRM, the complaints need to be registered on email.

2.4.3 Acknowledgement

Acknowledgement shall be given to all the customers as a ticket ID for further assistance of particular issue.

2.4.4 Resolution of complaints

- Responsibility for resolution: The Head of operations and support are responsible for the resolution provided by their teams and for the closure of customer issues.
- Time frame for response: The turn-around-time for responding to a complaint is:
 - a. Normal cases (other than the one mentioned below): 7 working days for normal cases

- b. Fraud cases, Legal cases and cases which need retrieval of documents and exceptionally old records: 15 working days
 - c. Cases involving 3rd party: 30 working days
 - d. Chargeback related cases: 45 to 90 days or as per VISA/Master Card guidelines
 - e. For all the complaints received from the regulator, timelines as mandated by respective regulator will be adhered
 - f. If any case needs additional time, the Applicant will inform the customer/regulator the reasons of delay in resolution and provide expected time-lines for resolution of the issue
- In case the Applicant is liable to pay any compensation, the same would be paid to the complainant as per the master services agreement.

2.4.5 Escalation of complaints

If a customer is not satisfied with the resolution provided through various channels, the customer can escalate the issues to the next higher level, as displayed in the escalation matrix.

Vertical	Point Of Contact	Email ID
Technology	Chief Technology Officer	tech@ftcash.com
Operations	Chief Operating Officer	deepak@ftcash.com
Merchant On-boarding and Marketing	Chief Business Officer	vaibhav@ftcash.com
Transaction Support	Vice President Payment	rashmi@ftcash.com

2.4.6 Escalation Matrix

If the complaint raised by consumers remains unresolved for the periods mentioned below, the customer can escalate the issues to the next higher level, as displayed in the escalation matrix.

Query/Complaint Type	If not resolved in, escalate to	If not resolved in, escalate to
Normal cases	3 working days to Manager Operations	7 working days to Sr. Manager Operations
Fraud cases, Legal cases and cases which need retrieval of documents, old records	7 working days to Manager Operations	15 working days to Sr. Manager Operations
Cases involving 3rd party	15 working days to Manager Operations	30 working days to Sr. Manager Operations
Chargeback related cases	30 working days to Manager Operations	40 working days to Sr. Manager Operations
App not working	7 working days to Manager Operations	12 working days to Sr. Manager Operations

Principal Nodal officer: If the customer is not satisfied with the resolution provided even after contacting various complaint resolution channels, the complaint may be escalated to the Principal Nodal Officer Deepak Kothari at: 3rd Floor, Tower C, Times Square, Sakinaka, Mumbai
Or send e-mail to: deepak@ftcash.com

2.4.7 Quality of resolution

The Applicant shall conduct monthly quality audit to ensure proper classification and assignment of requests/complaints and to check whether the resolution is complete and correct. Quality scores to be shared with the key stakeholders at regular intervals and discussed in the meeting of the Customer Service. Further, applicant will periodically review the consumer grievances on monthly basis to identify issues which are being faced by the merchants frequently so as to address them by way of making suitable changes / amendments in the system / policies

2.4.8 Consumer Grievance Redressal

The consumer grievance redressal policy of the Applicant would seek to achieve the following:

- a. Prompt and efficient consumer service;
- b. The grievances would be dealt with promptly and courteously;
- c. The Applicant would endeavour to resolve the issues faced by a consumers effectively and in a timely manner;
- d. Users would be informed about the channels to escalate their complaints, concerns and grievances; and
- e. Constantly devising newer and smarter mechanisms to receive and promptly redress consumer grievances. The details of grievance redress mechanism would be placed in the domain of public knowledge (App);

2.4.9 Consumer Service Committee of the CEO

The Applicant would form a Consumer Service Committee which will comprise CEO, CTO and COO and would periodically review the following:

- a) Complaints received from the Regulator;
- b) Consumer / Biller complaints received, resolved and pending with root cause analysis and action steps to reduce complaints; and
- c) Effectiveness of the Consumer Grievance Redressal mechanism adopted by the Applicant.

2.4.10 Customer feedback

The Applicant shall have a structured program of customer surveys that are conducted to understand customer satisfaction and ways to improve the same. In addition to the periodic surveys conducted to gauge satisfaction with the transactions, separate surveys shall

be conducted to obtain customer feedback on specific issues. In addition to structured customer surveys, and various questionnaires/meetings for improvement in customer service.

2.4.11 Process improvements

The product teams, channels shall ensure that the information on customer complaints and issues is used for process improvement. The complaints would essentially provide valuable insight into areas of improvement within the Applicant's internal processes and procedures (including automated processes) that impact Applicant's ability to conduct its business efficiently and successfully.

2.4.12 Employee training and awareness

Staff shall be periodically trained on the basics of handling and resolving customer issues. Issues or complaints shall be resolved based on the following principles:

1. Prompt response within the stipulated time frame
2. Maximization of customer retention at minimum cost
3. Correction of mistakes and errors quickly
4. Minimize further complaints

The Applicant's staff will undergo regular training to ensure that consumer queries and grievances are handled properly.

They will be encouraged to work in a manner which helps the Applicant strengthen consumer trust and confidence. This will reflect in both the operations as well as the consumer communications.

The reasons behind consumer queries will be analyzed and worked upon in a way which aims at removal of such reasons from the root itself. This will help in improving the overall quality of the service levels gradually.

2.5 Reporting requirements

The following reports shall be submitted to the Customer Service team as and when it meets. The reports shall include the following information:

- The total number of complaints received during the reporting period broken down by the product type e.g. Credit Card transactions, Debit Card transactions, or Code Transaction.

Complaint Classification
1: Payment not received
2: Cash back not processed
3: Bank A/C change request
4: KYC Related
5: Charges about transactions
6: A/C Delete Request
7: Problem in doing transaction using

Card/Training
8: Loan status/ request for Loan

- Each Complaint is allocated a ticket ID and below mentioned fields are recorded:

- Date of complaint
- Merchant Registered Mobile Number
- Merchant Name
- Complaint type
- Date of transaction
- Sub Query
- Transaction Amount
- Transaction Details
- Payout Instruction Status
- Settlement Remark
- Status
- Remarks

The total number of complaints outstanding at the end of the reporting period:

- Ageing of outstanding complaints
- Top issues emanating from analysis of complaints
- Status of deceased claim settlement received
- Analysis of consumer court cases on annual basis

2.6 Interaction with customers

The Applicant recognizes that customer's expectation/requirement/grievances can be better appreciated through call center interaction with customers. Structured customer awareness meets are being carried out to give a message to the customers that the Applicant values their feedback/suggestions for improvement in customer service.