


POLICY FOR GRIEVANCE REDRESSAL



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Index

1. Introduction
 2. Why complaints arise?
 3. Internal Machinery to handle Customer complaints/ grievances
 4. Mandatory display requirements on the website
 5. Resolution of Grievances
 6. Dealing with Complaints and Improving Customer Relations
 7. Acknowledgment / Interim Reply
 8. Monitoring
 9. Sensitizing operating staff on handling complaints
 10. Redressal of complaints received on social media platform
 11. Coordinates for the customer to raise complaints
 12. Customer Data Protection
 13. Change / Modification
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1. Introduction

In the present scenario of competitive financial services, excellence in customer service is the most important tool for sustained business growth.

Customer complaints are part of a business. This is even more true for online financial service providers. As a technology driven organization, customer service and Customer Satisfaction are the key elements of BookMyForex. BookMyForex believes that providing efficient service is essential not only to gain new customers, but also to retain existing ones. This policy document aims to minimize instances of customer complaints and grievances through proper service delivery and review mechanism and to ensure prompt redressal of customer complaints and grievances. The review mechanism will help in identifying shortcomings in product features and service delivery.

1.a. Principles of Grievance redressal Mechanism

BookMyForex's policy for redressal of grievances follows the below mentioned Principles:

- Customers are treated fairly at all times
- Complaints raised by customers are dealt with courteously and in time
- Customers are fully informed of avenues to escalate their complaints/grievances with BookMyForex
- BookMyForex will treat all complaints efficiently and fairly as they can damage the company's reputation and business, if handled otherwise.
- BookMyForex's employees will work in good faith and without prejudice to the interests of the customer.

In order to make redressal mechanism more meaningful and effective, BookMyForex will have a structured system. Such system will ensure that the redressal sought is just and fair and as per rules and regulations. The policy document will be made available at all branches. All the employees will be made aware about the complaint handling process to ensure best possible customer service.

2. Why complaints arise?

The major reasons behind customer's grievances are:

- a. Poor attitude or incorrect commitments made by the staff dealing with customers
- b. Inadequate functions / arrangements made available to the customers or gaps in service standards expected vs. actual services rendered
- c. Difference in perception and interpretation of provisions, policies, rules and regulations and law.

3. Internal Machinery to handle Customer complaints/ grievances

3.a Setup of Dedicated Customer Delight Desk

BookMyForex has a dedicated “Customer Delight Desk” which handles all customer grievances received through various platforms available to the customer for raising the grievances:

- a. Inbound Calls – Customer may reach out to the Customer Delight Desk through our dedicated IVR driven call center during working hours*
- b. Live Chat Support – Customer may use the dedicated live chat support available via BookMyForex’s website (www.bookmyforex.com) or BookMyForex’s mobile apps available on Google Playstore/ Apple Appstore.
- c. Email Support: Customers may also reach out to the dedicated Customer Delight Desk through a dedicated email address for grievance redressals

3.b Backend CRM for handling customer grievances

BookMyForex has an Order Management System and a Customer Relationship Management System which can be used by BookMyForex’s staff to access customer’s ongoing and completed/cancelled orders and to manage support tickets created against every customer complaint. Our order management system is directly integrated with our IVR based inbound call center solution. Customers get live updates on their order status via automated voice messages when they call our IVR number. Additionally customers also have access to their order status via the self service order tracking tools available online on our website and our Android/ iOS mobile apps.

4. Mandatory display requirements on the website and branches

All the branches will have the customer Grievance Redressal Policy displayed at the prominent place on their counter. Website and App will also have the link to the policy under the Terms of Use along with the Name and contact number of the Nodal Officer

5. Resolution of Grievances

At each branch for all walk-in customers, Branch Manager will be responsible to efficiently handle the customer’s grievance. Any further escalation of the customer grievance will be referred to the Customer Delight Desk and Customer Delight Desk will make sure that the best possible resolution is provided to the customer.

6. Dealing with Complaints and Improving Customer Relations

6.a Record of each complaint

Customer Delight Team will capture all sort of escalations/complaints/inquiries into the dedicated CRM as a support ticket and will keep status of the support ticket updated at all times. Records will be kept in such a way that these are accessible to the Head of Customer Delight Desk and Head-Customer Delight Desk will publish the nature, status and other important parameters of customer complaints at regular intervals to the Core-Committee for any further actions in direction of improvement of customer service or product.

Each support ticket record should at least have following parameters:

- i. Name of the customer
- ii. Date and time when escalation was received
- iii. Customer's contact number, email ID
- iv. Order reference number/Vendor code
- v. Product ordered
- vi. Reason for complaint
- vii. Status of the complaint

6.b Time frame to resolve the complaint

Each complaint has to be seen in the right perspective because they indirectly reveal a weak spot in the working of the company. Every complaint received shall be analysed from all possible angles. Handling of the complaint and resolving them in quickest timeframe is utmost priority at BookMyForex. Here are the standard timeframes to resolve the customer grievances by Customer Delight Desk:

- **General Order related complaints:** Complaints received through any of the channel should be attended within 3-6 working hours and complaint should be closed within 3-4 working days.
- **Disputes related to transactions on bank's prepaid Forex Card:** The customer may directly reach out to the Bank's customer support desk or to BookMyForex for post sales Forex card related issues. These disputes will have to be resolved within standard turnaround time of the card issuing Bank.

BookMyForex shall strive to adhere to the time limits defined above for resolving common types of complaints

7. Acknowledgment / Interim Reply

All complaints will be acknowledged immediately. Complainant will be kept informed of the progress within a reasonable period of time. Customer Delight Desk will try to resolve the complaint within specified time frames, specified by the company. Communication of BookMyForex's stand on any issue to the customer will be a vital requirement. Interim reply along with reasons for delay will be sent to the complainant, if more than specified time is required for examination of the issues involved or for redressal of grievance.

8. Monitoring

Head - Customer Delight Desk will send the consolidated monthly report to the core committee with the status of all the complaints received.

9. Sensitizing operating staff on handling complaints

Staff shall be properly trained for handling complaints. We are dealing with people and hence difference of opinion and areas of friction can arise. With an open mind and a smile on the face, we shall be able to win the customer's confidence. It would be an integral part of training programme schedules to include training sessions on imparting soft skills required for handling irate / agitated customers. Apart from this the training will focus on overall aspects of *Customer Service and Behavioural Science*. It would be the responsibility of the Head-Customer Delight Desk to ensure that internal machinery for handling complaints/grievances operates smoothly and efficiently at all levels.

10.Redressal of complaints received on social media platform

Complaints received on social media, Playstore/ Appstore and other online channels, are registered in the Complaint Register and Customer is notified with the updates upon the complaint from Customer Delight Desk.

11.Coordinates for the customer to raise complaints

For general order related queries/complaints:

- Email ID*: Care@bookmyforex.com
- Contact Number*: +91 9212219191
- Chat Support*: Available on the Website, App and Order Tracking

*Support available in working hours Monday to Friday 9:30 AM to 8:00 PM, Saturday 9:30 AM to 5:00 PM. Excludes Sundays and national holidays)

For any disputes/complaints related to BMF-YBL Prepaid Forex Card

- Email ID: bmfyblcard@bookmyforex.com
- Contact Number*: +91 8045651100

*24x7 Bank's customer support number for forex card related queries

12.Customer Data Protection

BookMyForex takes customer data protection very seriously and has put in place several measures to ensure that customer data is shared on a need to know basis. Customer personally identifiable (PII) data is kept encrypted and or hashed at rest. Export functionality of data with PII information is restricted and access is provided to limited people who have authorization from the department head. Additionally PII data is shown masked to internal staff unless required for handling relevant orders. Additionally all documents uploaded by users are properly watermarked so as to avoid misuse

All staff, must at all times, abide by the Information Security policy and the data protection guidelines mentioned therein.

13.Change / Modification

BookMyForex reserves rights to change or to modify the Policy or any of its provisions from time to time without notice