



**Pramerica**

| **LIFE INSURANCE**

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#### Change History:

Change Date	Change Summary	Change Reasons	Change By	New Version
<b>01 Aug 2023</b>	Escalation matrix	Modified	Ranjit Das	1.0
<b>25 Sep 2023</b>	Addition of Contact Centre Nos	Number added for Customer ease	Ranjit Das	1.0
<b>15 Jul 2024</b>	Revision of TAT	As per IRDAI Guidelines	Ranjit Das	2.0

# **Pramerica Life Insurance Limited.**

## **Grievance Redressal Policy**

Pramerica Life Insurance Limited's (hereinafter called Pramerica Life) key focus is to establish itself as a service organization to provide a best-in-class customer experience. While customer complaints are part of assessing customer satisfaction levels of any service organization and are a prime concern for all business processes, our philosophy aims at providing the best service.

Our Customer satisfaction efforts rest on five Core values enumerated below.

### **Agility, Innovation, Trust & Respect, Customer Focus, Passion to Win**

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*"At PLI we are committed to putting our core value upfront in order to build deep and lasting relationships with our esteemed customers through **agility** and **innovation** supported by robust systems and processes. Our **passion to win** drives us to enhance customer experience by understanding and resolving customer's concerns in a fair & transparent manner through well-defined service levels establishing **trust and respect** for the brand in the mind of our customers"*

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### **Objective**

Pramerica Life, under the applicable regulatory framework, has put in place the grievance redressal mechanism to ensure effective and timely resolution of policyholder's concerns.

The Grievance Policy incorporated by Pramerica Life is applicable for the resolution of any Customer grievances.

### **Principles of Grievance Redressal:**

1. Treat all grievances in a fair, efficient and impartial manner as per defined timelines
2. Educate customers about the touch points for escalation of their grievances
3. Inform about the right to alternate remedy, in case of disagreement with the response
4. Identify process gaps and rectify them through process engineering to eliminate reoccurrence

### **Guidelines for handling grievances:**

1. All complaints/grievances are recorded in our complaint management system (SimpleCRM).
2. Customers are provided with the Interaction Id to facilitate follow-up if required and future references.
3. Acknowledgment is provided to the customer for complaints received.
4. Resolution timelines are defined in the Policy (Section 2.1.1).
5. Current status of lodged complaints can be accessed by the Customer at any of the Service Touch points.
6. Close looping is done by communication of resolution to the customer.

7. Complainants are informed about how he/she can /may pursue the complaint, if dissatisfied.
8. Complaint management system is updated with every communication – email/ letter sent to the customer.
9. Periodic reporting and review by senior management and regulatory authorities.
10. A multi-layered approach for resolution with dedicated centralized teams and senior officials to address, investigate and resolve.

The grievance policy provides for a detailed Standard Operating Process for addressing Grievances.

1. Grievance Redressal Officer to be appointed centrally and at branch offices.
2. Complaints resolution TAT to be within the regulatory timeline of 14 days.
3. Touch points like Email id, Inbound Call Centre, and Pramerica Life Insurance Limited website address is published in all customer communications.
4. Exhaustive listing of the Insurance Ombudsman along with contact details is published in the policy document which a customer may contact in event he/she is not satisfied with the resolution provided by the Company or have not received any response.

## **Changes to the Policy**

Any changes to the Grievance Redressal policy as part of this being the part of board approved PPHI policy, will be presented to the board for approval. Detailed operational framework to receive, record and manage grievances will be governed by an internal Standard Operation Procedure (SOP).

## 2.0 Grievance Management

### 2.1 Grievance Redressal Mechanism

A multi-layered approach for resolution with dedicated centralized teams and senior officials to address, investigate and resolve.

#### 1. Grievance Redressal Cell

If a customer is not satisfied with the resolution provided on any service/ product by our service touch points, he or she can approach Grievance Redressal Cell by writing to us [contactus@pramericalife.in](mailto:contactus@pramericalife.in). A dedicated team reviews all such grievances received and provides a resolution to the customer on a priority basis. All such Grievances are entered into our Complaint Management System for further resolution.

- The Central Grievance Redressal Team handles all grievances received through IRDAI, Escalations to Managing Director/ Senior Management, etc.
- An acknowledgment is sent to the Customer acknowledging his/ her grievance immediately through CRM on the receipt of the grievance. Simultaneously, the Grievance Cell logs an interaction in CRM. In case no resolution is available by the 14<sup>th</sup> day of the date of grievance receipt, a communication to go to the customer requesting more time to resolve the grievance with the reason for additional time only for exceptional cases. All other cases are resolved within 14 days from the date of receipt of complaint. In case of rejection, the reason for rejection would be mentioned.
- If the Customer is not satisfied with the resolution provided by the Grievance Cell of PLI, the Customer can go for a second level of escalation as mentioned on the Pramerica Life website.

#### 2. Closure of Grievance:

A complaint/grievance shall be considered as disposed of and closed when:

- The company has acceded to the request of the complainant fully.
- Where the complainant has indicated in writing, acceptance of the response of the insurer.
- Where the complainant has not responded to the insurer within 8 weeks of the company's written response.
- Where the Grievance Redressal Officer has certified that the company has discharged its contractual, statutory and regulatory obligations and therefore closes the complaint.

### **Timelines for Grievance Handling:**

- The revised TAT received from IRDA in Circular dated 19<sup>th</sup> June 2024 as mentioned below:

Activity	Timeline (from date of registration of Grievance)
Written Acknowledgement of Grievance to a complainant	Immediately
Seek and obtain further details, if any, from complainant (permitted only once)	Within one week
Resolution of a grievance and issue of final letter of resolution	Within two weeks
Closure of grievance on non receipt of reply from the complainant	Within eight weeks

### **3. Grievance Redressal Officer/s:**

In the event, the customer is not satisfied with the resolution provided by the above touch points, then he/she can raise his/ her grievance by directly writing to the Grievance Redressal Officer centrally at [GRO@pramericalife.in](mailto:GRO@pramericalife.in) or through a letter sent to the Registered Office.

The senior resource/Branch Heads are the designated Grievance Redressal Officers (GRO) at PLI branches and the customers may also approach them for Redressal of their complaint/grievance.

***Role of Grievance Redressal Officer at the Branch Level:*** The Senior resource/Branch Heads are designated GRO for their respective branches. On receipt of a grievance, GRO need be understand the customer's grievance and submit a recommendation to the Grievance Redressal Officer through an email to [GRO@pramericalife.in](mailto:GRO@pramericalife.in). The Final closure with the customer would be done centrally.

**Grievance Redressal Officer  
Pramerica Life Insurance Limited.  
4th Floor, Building No. 9 B,  
Cyber City, DLF City Phase III,  
Gurgaon-122002.**

### **Responsibilities of GRO**

1. Review the grievances received and resolve the same in coordination with respective departmental heads.
2. Liaise with respective functions for speedy closure of complaints.
3. Regularly review and suggest revisions (if needed) in the grievance handling procedures for the company.
4. GRO would share findings and relevant gaps in the existing processes and work with process owners to put in place corrective actions

#### 4. Ombudsman and IRDAI

In the event a customer is not satisfied with the resolution provided by the Company or have not received any response, he/ she may contact the authorities for the same.

**General Manager**

**Policyholder's Protection & Grievance Redressal Department- Grievance Redressal Cell,**  
Insurance Regulatory and Development Authority of India (IRDAI),  
Sy.No.115/1,Financial District, Nanakramguda,  
Gachibowli, Hyderabad-500032

**Toll Free: 155-255/1800 4254 732**

**E-mail: [complaints@IRDAI.gov.in](mailto:complaints@IRDAI.gov.in)**

Alternatively, Customer may approach the Insurance Ombudsman. Contact details are available at Council for Insurance Ombudsman website [www.cioins.co.in/Ombudsman](http://www.cioins.co.in/Ombudsman)

#### Escalation Matrix

Level I	<a href="mailto:customerfirst@pramericalife.in">customerfirst@pramericalife.in</a>
Level II	<a href="mailto:gro@pramericalife.in">gro@pramericalife.in</a>
Level III	<a href="http://www.cioins.co.in/Ombudsman">www.cioins.co.in/Ombudsman</a>

## 2.2.Grievance Registration & Touch Points

### 1.0 Touch Points

Our customers can register their grievances with us through various touch points

1. By writing an e-mail to [contactus@pramericalife.in](mailto:contactus@pramericalife.in) .
2. By calling our Customer Care No:– **1-860-500-7070/011-4818 7070 (Local Charges Apply)**
3. Through the Pramerica Life India website
  - By logging in to the website [www.pramericalife.in](http://www.pramericalife.in)
  - By clicking on the Grievance section
4. The Customer can lodge a complaint by written communication through Post / Courier to Pramerica Life HO @

**Grievance Redressal Cell**  
**Pramerica Life Insurance Limited.**  
**4th Floor, Building No. 9 B,**  
**Cyber City, DLF City Phase III,**  
**Gurgaon-122002**

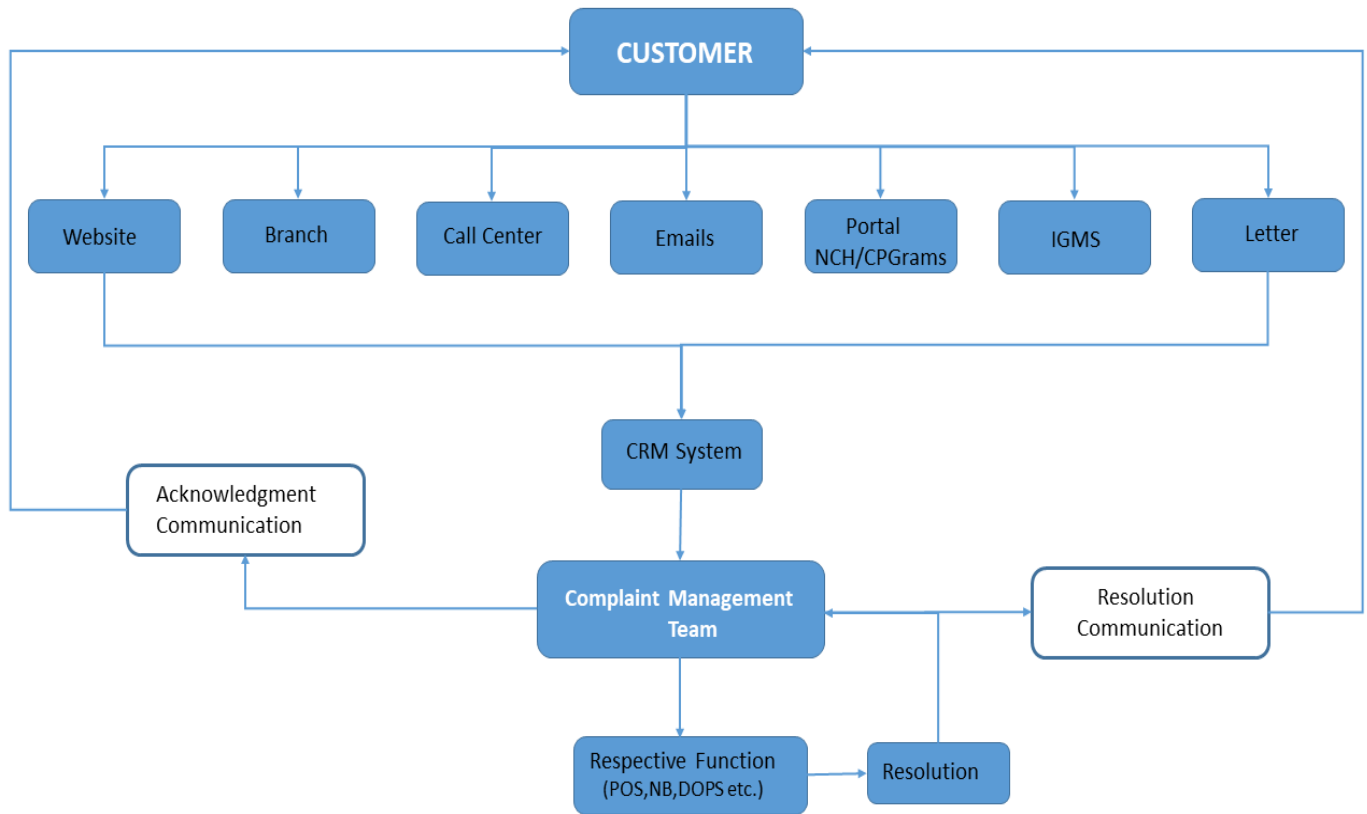
5. Submitting a letter at any of the Pramerica Life's branches (the list of the existing branches is available on the **Pramerica Life Insurance** India website)
6. The Customer can lodge a written complaint through Agent / Channel Partners
7. The Customer can lodge a complaint to IRDAI (Insurance Regulatory and Authority of India/IGCC) and in turn routed to Pramerica Life's Grievance Team

### **1.1.Grievance & Complaints Classification**

The customer care personnel can come across various other types of complaints from Customers other than the types listed below. The list below is an indicative list & not an exhaustive list of complaint. Also the classifications prescribed by the Authority from time to time shall be adopted and incorporated in the systems.



## 1.2 Process Flow of Complaints Handling



## 4.0 System Support & Tools for Grievance Management

Grievance management is supported by integrated system / CRM tool called “Simple CRM”. The main functionalities of the system are:-

### **Interactive call logging system for all touch points**

All touch points can log a complaint and scan images of the complaint letter through the system. The system generates a Complaint Reference No. which is communicated to the customer. The complaint is then resolved by the respective Process Owners at the Home Office. The resolution by the respective process owners is also communicated to the customer.

### **Seamless tracking of all complaints**

Once all touch points log the complaints in the system, the complaint status can be tracked by various stakeholders at any given point of time.

### **Email/SMS alerts on complaint login and resolution**

An email/sms is sent to the customer updating the status of such complaint logged, for e.g., As soon as the touch points log in a Complaint, an auto mailer intimates them of the details, namely Ticket No., type of the Complaint, the defined turnaround time etc. As and when the ticket is resolved by the respective process owner, an auto mailer again goes to the customer intimating him/her about the resolution.

### **Real time integration with IGMS (Integrated Grievance Management System)**

IRDAI’s comprehensive Integrated Grievance Management System (IGMS) solution has the ability to provide a centralized and online access to the Policyholder and provide complete access and control to IRDAI for monitoring the grievance redressal procedure of the company.

When the Complaint Interactions are logged in CRM, the same gets registered on IGMS site real time. All IGMS complaints gets registered in CRM with the IRDAI token number and Pramerica Life sequential complaint reference number.

### **View MIS basis Complaint Category, Classification, Turnaround time**

The system has capability to generate periodic MIS for review basis complaint category, classification, turnaround time and by location.

## **5.0 Review and Monitoring process**

### **Periodic Review**

The Grievance Team publishes a MIS on periodic basis. The MIS includes no. of complaints received with current status and timeline. It also highlights top complaints for the department.

MIS is also published to Managing Director and members of senior management for review and also updated by the management to the Policyholder Protection Committee, as stipulated in the guidelines for Corporate Governance issued by the Authority. The Grievance Policy post approval by the Board will be published on the website and it may be noted that any changes to the policy shall be reviewed by the board and approved in their subsequent meetings.

### **Root Cause Analysis**

Centralized Complaints Analysis Team with dedicated members analyzes complaints and performs Root Cause Analysis to identify process gaps or service deficiency to eliminate complaints of similar nature in future.

## 6.0 Preventive Measures to avoid Grievances

### Pre-Sales

1. **Need Analysis:** Mandatory profiler that helps to identify customer needs and suggests a list of best suiting products for the customer
2. **Benefit Illustration:** This is a mandatory document for all ULIP application which specifies the product charges with indicative returns
3. **Product Info on Website/Brochures:** Detailed and explicit information on our products is available on our website and brochures
4. **Training:** Mandatory trainings to sales force on products and time to time reinforcements of policy features etc.

### Post-Sales

1. **Welcome Calling/PIVC:** An outbound call is made to our customers to take feedback and explain product features
2. **Copy of application Form:** A copy of the application form is sent to the customer along with the Policy Document for his review
3. **Dedicated Team:** Dedicated central team of specialist to handle any complaints, which resolves the issue, provides root cause analysis, recommend corrective action & present the concern areas to the management

Pramerica Life (PLI) in all respects would address any grievance received from customers and provide an appropriate resolution within prescribed timelines. It is PLI responsibility to do a root cause analysis of all such complaints received & share it internally with respective functions/departments. Pramerica Life will ensure that all such departments duly appraise respective authorized vendors and ensure actionable are documented to be adhered to by them. All departments to ensure SLA with authorized vendors are available which will address the same.

Pramerica Life customers can register their grievances as per touch points available to them – as mentioned in section 3.1 above