



SOP

STANDARD OPERATING PROCEDURE

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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

*"At Pramerica Life 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"*

Objective

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

2.2 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. 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 within 3 working days of the receipt of the grievance. Simultaneously, the Grievance Cell logs an interaction in CRM. In case no resolution is available by the 14th day of the date of grievance receipt, a communication to go to the customer requesting more time to resolve the grievance. 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 Pramerica Life, 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.

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 or through a letter sent to the Registered Office.

The senior resource/Branch Heads are the designated Grievance Redressal Officers (GRO) at Pramerica

Life 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. 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

Alternatively, Customer may approach the Insurance Ombudsman. Contact details are available at Council for Insurance Ombudsman website www.cioins.co.in/Ombudsman

5. Escalation Matrix

Level I	contactus@pramericalife.in
Level II	gro@pramericalife.in
Level III	www.cioins.co.in/Ombudsman



3.0 Touch Points

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

1. By writing an e-mail to contactus@pramericalife.in .
2. By calling our Customer Service No: **1-860-500-7070** (local charges apply) or **011-48187070**
3. Through the Pramerica Life India website
 - By logging in to the website 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 to any of 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/IGMS) and in turn routed to Pramerica Life's Grievance Team

3.1 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 complaints.

Also, the classifications prescribed by the Authority from time to time shall be adopted and incorporated in the systems.

Pramerica Life in all respects would address any grievance received from customers and provide an appropriate resolution within prescribed timelines. It is Pramerica Life 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.