

# Customer Grievance Redress Procedure

## 1. Objective

The purpose of this procedure is to ensure that all customer grievances are handled promptly, fairly, and transparently, maintaining the highest standards of customer satisfaction and trust. It provides a structured approach for receiving, documenting, investigating, and resolving complaints raised by customers through various channels.

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## 2. Scope

This procedure applies to all customer-related complaints or service concerns received by any member of the Customer Service (CS) Department — including Call Centre, Telesales, Installations, Field Service, and Cross-Functional Teams

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## 3. Guiding Principles

All grievances shall be addressed following these key principles:

- **Accessibility:** Customers can easily raise complaints through multiple channels.
  - **Transparency:** Each grievance is acknowledged, tracked, and updated until closure.
  - **Accountability:** Designated staff are responsible for timely investigation and resolution.
  - **Fairness:** All issues are handled impartially, based on facts and service records.
  - **Timeliness:** Resolutions are provided within clearly defined turnaround times (TAT).
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## 4. Grievance Channels

Customers can register their grievances through the following official channels:

- **Customer Care Helpline:** 18001022379
- **Email:** grievance@aquaexchange.com
- **WhatsApp / Chat Support:** 8331032442
- **Field Service Engineer (FSE):** During service or installation visits
- **Customer Feedback Forms / CSAT Calls:** For post-service feedback or escalations

All complaints received through any of the above channels must be logged into the Customer Grievance Register with complete details.

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## 5. Grievance Handling Process

Step	Activity	Responsible Person	Timeline
<b>1. Receipt &amp; Acknowledgment</b>	Receive the grievance and acknowledge receipt to the customer via call, SMS, or email.	Call Centre Executive	Within 24 hours
<b>2. Logging &amp; Categorization</b>	Log the complaint in CRM, classify based on nature (service, installation, payment, device issue, etc.).	CS Coordinator	Within 1 working day
<b>3. Investigation &amp; Resolution</b>	Review the issue, coordinate with relevant team (Field Service / Installations / Device Management), and resolve within defined TAT.	Concerned Department Head / Field TL	Within 3–5 working days
<b>4. Feedback &amp; Closure</b>	Communicate resolution to the customer and confirm satisfaction before closure.	Call Centre Executive / CSAT Team	Within 1 working day post-resolution
<b>5. Escalation (if unresolved)</b>	Escalate to higher authority for review and action.	Customer Service Manager	Within 2 working days of escalation

## 6. Escalation Matrix

If the customer is not satisfied with the response, the issue can be escalated as follows:				1st Escalation	2nd Level Escalation - TL - Cc >
Level	Contact Person / Department	Escalation Mode	TAT for Response		
<b>Level 1</b>	Customer Service Manager	Email / Call	3 working days	CC Toll Free Number: 18001022379	8331032442
<b>Level 2</b>	Head – Customer Service / Operations	Email / Written Escalation	5 working days	Cell no: 9848103957	
<b>Level 3</b>	Management / Director	Written Complaint	7 working days	Cell no: 9618929565	

## 7. Documentation & Reporting

- All grievances shall be recorded in the Customer Grievance Register / CRM system with date, nature of complaint, resolution, and closure status.
- A monthly grievance summary report shall be reviewed by the Customer Service Head to analyze trends, root causes, and improvement areas.
- Records shall be maintained for a minimum of 12 months for audit and reference.

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## **8. Continuous Improvement**

Recurring or critical grievances shall be analyzed to identify process gaps, training needs, or system improvements.

Feedback will be used to enhance SOPs, training programs, and service standards across all CS functions.