

Complaint Handling Policy and Procedures

Version 1.1

April 2022

Owner: Investor Services & Quality Assurance Department

Intended Audience: Management Team

Overview	The Complaint Handling Policy and Procedures document (hereinafter referred to as " CHPP ") is prepared to outline the policy and standard operating procedures of MCB-Arif Habib Savings and Investments Limited (hereinafter referred to as " MCBAH " or " Company ") for handling complaints lodged by the Unit Holders and Participants (hereinafter referred to as " Customers ") of Collective Investment Schemes and Voluntary Pension Schemes (hereinafter referred to as " Schemes ") managed by MCB-AH.
Objective and Purpose of the Complaint Handling Policy	<p>The Complaint Handling Policy of MCB-AH is to:</p> <ul style="list-style-type: none"> (a) resolve complaints of the Customers in an efficient, effective and professional manner; and (b) deliver a consistent, high-quality and accountable response to complaints of the Customers. <p>This Policy is in line with the overall Investor Service Strategy of MCB-AH as well as industry's 'best practices'.</p> <p>MCB-AH aims to maintain its reputation as a non-banking finance company delivering high quality investor services to the Customers. MCB-AH is also committed in maintaining its responsiveness to the needs and concerns of the Customers. This document is designed to provide guidance on the manner in which MCB-AH receives and handles complaints lodged by the Customer against its services, products and/or employees.</p>
Services Covered	All Services
Effective Date	April, 2022
Business Owner	Investor Services & Quality Assurance Department
Prepared by	Head of Investor Services & Quality Assurance
Reviewed by	Compliance Department
Approved by	
Update comments	This document will replace the existing MCBAH Complaint Handling Policy approved by BOD of MCBAH in its meeting held in the month of September, 2017.

COMPLAINT HANDLING PROCEDURES

1. COMPLAINT HANDLING MECHANISM

Complaints of the Customers will be handled in accordance with the following Procedures:

- (a) Before a complaint is logged into Customer Relationship Management System (hereinafter referred to as the "**CRM**"), Staff of the Call Centre shall ensure that pre-requisites against each complaint are checked. Compliant Management Unit (hereinafter referred to as the "**CMU**") will have the authority to disqualify a complaint if it does not fulfill the criteria as per the defined pre-requisites. The respective CC Staff will receive a negative marking in his/her monthly performance score card against each disqualified complaint.
- (b) Once complaint logged in CRM, CMU will assign complaints to the relevant department to resolve within the stipulated Turnaround time (hereinafter referred to as the "**TAT**"). If the complaint is not resolved within stipulated TAT, CMU will escalate the complaint to next level authority through electronic mail (email).
- (c) A complaint once resolved will assigned back to CMU for review and subsequent closure after taking acknowledgment by the complainant (customer).
- (d) CMU Officer(s) will make daily and weekly reporting to Team Leaders, Managers and Head of Investor Services (hereinafter referred to as the "**HIS**").
- (e) Head of Investor Services will submit quarterly reports in the form of complaints analysis to the Management Committee (hereinafter referred to as the "**MANCOM**") of the Company.
- (f) CMU will aim to resolve 90% to 100% complaints within the TATs defined against each case. During periods of high volume due to new product or service launch CMU will ensure that within TAT resolution percentage does not fall below 70%.
- (g) Complaints going beyond TAT will be escalated to the CEO and MANCOM for guidance / urgent resolution. Who will then have 24 working hours to ensure resolution of the escalated complaint.

2. **COMPLAINT GENERATION CHANNELS**

Customers of the Schemes may lodge their complaints through any of the following channels:

- (a) Online Helpdesk Form on website(s) (www.mcbah.com or www.alhamrafunds.com) of the Company;
- (b) Telephonic conversation with Call Centre Unit (CCU) through 24/7 Helpline;
- (c) Email at info@mcbah.com;
- (d) Web Chat and Social Media Chat;
- (e) Record a Complaint through IVR
- (f) SMS at 8622;
- (g) Walk-in Customer at MCBAH Head Office or Branches;
- (h) Letter (courier or by hand); and
- (i) Authorized Distributors of the Company.

3. **DEFINITIONS OF COMPLAINT RESOLUTION STEPS**

- (a) **Initiated:**
After initial screening as per the defined pre-requisites of a complaint the case inform of CRM Ticket is initiated to the concerned CMU team.
- (b) **Assigned:**
After accepting complaint as in-process state, CMU Officer assigns the ticket to the concerned department for action/report through email where relevant department is not using CRM. The case at this stage takes the form of an "Assigned Complaint".
- (c) **Resolved:**
An Assigned/ Reassigned complaint is available in the buckets of the concerned department/unit or in CMU team, which after reviewing the same and carrying out the required action, makes resolution call to the concerned customer in order to take his/her consent and resolves the case on CRM.
- (d) **Reassigned:**
If CMU classify a provided resolution as incomplete/inaccurate the case is then re-tagged to the concerned department in order to response on

inaccuracies. The case at this stage takes the form of a "Reassigned Complaint".

- (e) **Closed:**
 Resolutions provided by concerned departments/units are screened by CMU in order to conclude if the resolution provided is appropriate to conclude the given case. If appropriate, the complaint is then marked Closed on the System alongside communication of the closure to the respective customer via Call, Letter, SMS or e-mail modes of correspondence. The case at this stage takes the form of a "Closed Complaint". After closure, complaint of the customer against any sales staff of the Company shall also be sent to the Quality Assurance Department and Compliance Department for their perusal.

4. **COMPLAINT HANDLING LIFECYCLE**

Complaint Management will be a centralized system wherein Complaint registration, investigation, monitoring, closure, and reporting/MIS are done through Microsoft Dynamics CRM. Complaints are routed electronically to the relevant handlers / transfer through email for those Departments who are not using CRM.

(a) **Stage 1: Complaint Registration Process**

All customers' complaints should be registered on CRM software by CCU Staff under below mentioned channels and assigned to CMU for further processing.

Channel	Mode
Call Center	Call
Walk-in	Walk-in
Email	Email
SMS	Chat/Facebook/WhatsApp
Letter	Letter

(b) **Stage 2: Acknowledgment**

SMS/email acknowledgement will be sent to the customer on customer's mobile number & email upon complaint registration. The acknowledgment will include Type of Complaint along with its estimated TAT.

(c) **Stage 3: Complaint Investigation Process**

Initiation

- (i) All registered complaints will be screened by CMU and then assigned to the respective support units via CRM or email to request for specific information/resolution or clarity on the customer complaints.

- (ii) Multiple issues pertaining to different departments registered in one complaint are investigated by tagging/forwarding one issue to one stakeholder through CRM and the remaining through email.
- (iii) In cases where the complaint details are missing/ incomplete/ does not meet the criteria as defined in list of pre-requisites, the complaint will be marked with the status as reassigned on system and routed back to logger for the provision of the complete details. The respective CC Staff will receive a negative marking in his/her monthly performance score card against each disqualified complaint.

Assigned / Reassigned

- (i) Upon receiving a response/ resolution along with relevant evidences (if applicable), CMU Team reviews the case thoroughly to ensure that the resolution is accurate and complete to address all points raised by the customer.
- (ii) In cases where the complaint resolution provided by the relevant department is incorrect/ incomplete, the complaint will be marked with the status as Reassigned on system and routed back via system/email to the same unit for the provision of correct details. Such an instance will be reported to Head of QA & CS, who will review the details and instruct HR Department to issue a show cause notice to the respective staff for not providing correct resolution.
- (iii) If there is a need to take the confirmation/update from another department, the complaint is assigned to the specific department on the system or via email.
- (iv) CMU Team may ask department/ branches to provide copies of supporting documents (if required) to strengthen their response.

(d) Stage 4: Interim

In cases where complaint requires further investigation, interim call/ email will be generated by the CMU Team to the customer whenever TAT burst.

(e) Stage 5: Escalation (in case complaint was un-attended or un-resolved within predefined TAT)

It is important that complaint should be resolved as early as possible and complacency in dealing with complaints should not be tolerated. For the purpose all such un-attended or un-resolved complaints going beyond the predefined TAT will be escalated to the CEO and MANCOM in order to resolve on priority basis or to seek further guidance and intimate the customer accordingly

(f) Step 6: Complaint Resolution Process

- (i) After validating the resolution provided by the relevant unit, CMU Team will communicate the resolution to the customer through recorded call or email. In order to ensure maximum benefit of the complaint resolve communication from the customer, resolution is done through recorded lines.
- (ii) Not all complaints can be resolved to the fullest satisfaction of the complainant. In such cases CMU will make it mandatory to finally inform the complainant that his/her grievances cannot be resolved. For example, complaints where customers are not satisfied with Scheme's returns or dividends not being distributed on a particular Scheme or deduction of tax on redemptions/ dividends cannot be resolved to the fullest satisfaction of the customer. However, CMU will ensure to escalate cases of miss-sell or miss-communication to CEO with evidence.
- (iii) If all necessary actions and approvals have been taken regarding complaint resolution but delivery of the desired outcome is delayed due to any pre-defined process, the customer will be informed accordingly and complaint shall be marked as resolved and will only be closed once all pending actions/transactions are completed. For example, cases like debit card transactions/ sales load/ charges reversals require some processing time after approvals are obtained.

5. **ROOT CAUSE ANALYSIS (RCA)**

RCAs are conducted on 'chronic complaints' (defined as the top 5 complaints AMC wide). CMU Team shares basic overview on the root cause of the complaint with the MANCOM on quarterly basis.

6. **EXCEPTIONAL / HIGH RISK COMPLAINTS**

Complaints giving rise to a potential fraud or misconduct or attempt to fraud case by any Staff of the Company will be immediately brought into the knowledge of Head of Compliance and MANCOM for further handling of the case. CCU & CMU will take no further action/ responsibility on such complaints and will only support Compliance Department for investigation.

7. **COMPLAINT HEADERS AND TURN AROUND TIME (TAT)**

Category	Sub Category Name	TAT
Alternate Distribution Channels	ADC Unsatisfactory Service by Sales Representative	6.00
Customer Care Unit	Non receipt of Account Statement - POST	6.00
Customer Care Unit	Unsatisfactory Service by CCU Staff	3.00
Debit Card	Debit Card Dispute	7.00
Debit Card	ATM-DUPLICATE / MULTIPLE TRANSACTIONS	7.00
Debit Card	POS-DUPLICATE / MULTIPLE TRANSACTIONS	7.00

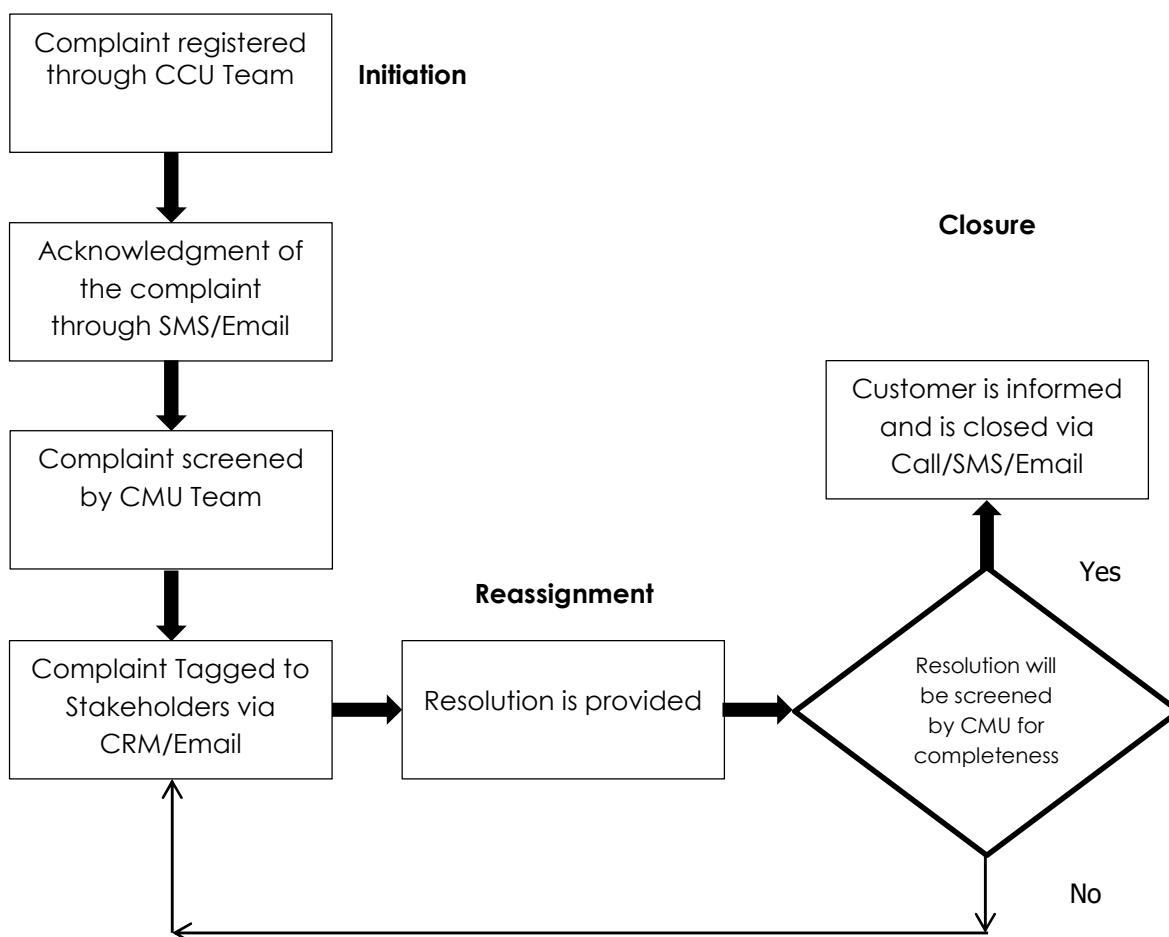
Debit Card	POS CANCELLED TRANSACTIONS	5.00
Debit Card	POS REFUND / CREDIT NOT RECEIVED	7.00
Debit Card	CASH NOT DISPENSED	7.00
Debit Card	POS PAID BY OTHER MEANS	7.00
Debit Card	POS-NOT AUTHORISED THE TRANSACTION. I DO NOT RECOGNIZE THE TRANSACTION	7.00
Debit Card	NOT AUTHORISED THE TRANSACTION. I DO NOT RECOGNIZE THE TRANSACTION-ATM	7.00
Debit Card	POS GOODS RETURNED	7.00
Debit Card	POS-NEVER RECEIVED SERVICES AND / OR GOODS	7.00
Debit Card	POS-AMOUNT ALTERED	5.00
Debit Card	POS-CANCELLED MEMBERSHIP / SUBSCRIPTION	5.00
Debit Card	Non Receipt of Debit Card	7.00
Debit Card	Unable to withdraw cash	3.00
Debit Card	Unable to do POS transaction	3.00
Debit Card	Incorrect Charges Deducted-Debit Card	7.00
Digital Sales	Account not Upgrade/Delay in Services	6.00
Digital Sales	Unsatisfactory Service/ Miss-selling / Miss-commitment	6.00
Fund Management	Not satisfied with Funds returns	4.00
Information Technology	Non-Receipt of NAV on Cell	4.00
Information Technology	Website in accessible	2.00
Information Technology	Unable to Register / Login in ISAVE	4.00
Information Technology	Call Drop/Distortion on Helpline	2.00
Information Technology	Unable to execute transaction on ISAVE	4.00
Information Technology	Non receipt of Login ID & Password for ISAVE	4.00
Information Technology	Unable to generate TPIN for Debit Card	4.00
Information Technology	Other - Information Technology	4.00
Information Technology	Non receipt of ISAVE activation/unlock code	4.00
Information Technology	SMS against Balance enquiry not working	4.00
Information Technology	Unable to make online payment	6.00
Information Technology	Non receipt of SoA on email	4.00
Information Technology	Unable to create iSave Swift Account	4.00
Information Technology	Unable to Activate Debit Card	4.00
Information Technology	Unable to Create S-PIN	4.00
Information Technology	SIP Form not booked	3.00
Information Technology	Unable to add bank account via ISave	6.00
Information Technology	Incorrect mobile number verification Charges	6.00
Information Technology	Account Details not updated	6.00
Information Technology	Incorrect Alert received(SMS/E-mail)	6.00
Information Technology	Incorrect Details reflecting on ISAVE	6.00
Information Technology	ISAVE-Duplicate / Multiple transactions	6.00
Information Technology	Online Investment not appearing in SOA	6.00

Information Technology	Unable to change mobile number	6.00
Information Technology	Unable to Generate SOA/Certificate (ISAVE)	6.00
Information Technology	Unable to Apply for Debit Card	6.00
Information Technology	Unable to withdraw cash	6.00
Operation	Non receipt of redemption amount	6.00
Operation	Non reflection of requested changes in Customer Profile	5.00
Operation	Non / Improper marking of MIP Frequency	4.00
Operation	Non Processing of Conversion Transaction	3.00
Operation	Incorrect amount Redeemed	3.00
Operation	Incorrect Zakat Deduction	3.00
Operation	Incorrect transaction date	3.00
Operation	Non Processing of Redemption Transaction	3.00
Operation	Non Processing of Investment Transaction	3.00
Operation	Non Receipt of Bonus	5.00
Operation	Other - Operation	4.00
Operation	Non receipt of Dividend	6.00
Operation	Non / Incorrect marking of Dividend Instruction	5.00
Operation	Incorrect Tax Deduction	4.00
Operation	Account Unsupervised/Discrepant	3.00
Operation	Incorrect details updated	6.00
Operation	AML/KYC (Cm not willing to provide Doc.)	6.00
Operation	Delay in Account Opening	6.00
Operation	Fund not appearing on ISAVE	6.00
Operation	Unable to map a/c	6.00
Retail Sales	RST-Unsatisfactory Service by Sales Representative	6.00
Retail Sales	Non reflection of rebate on investment	4.00
Retail Sales	FEL Deduction Not Informed	6.00
Retail Sales	Account not Upgrade	6.00
Retail Sales	Account not Opened	6.00

8. STAGE WISE CUSTOMER INTIMATIONS

A complaint once registered will be timely acknowledged to the customer and its resolution will also be timely communicated. Also in cases where resolution goes beyond the predefined TAT, an interim response will also be sent as further elaborated in below mentioned table:

Acknowledgment	SMS/ Email	At Complaint lodgment	<p>Dear <CUSTOMER NAME>, Your concern regarding <CRM COMPLAIN SUB-CATEGORY> is noted under the reference number <CRM TICKET NO.>. This reference number will be used for future correspondences</p> <p>The expected closure of the concern is <AS PER STANDARD TAT> Days. Please do not hesitate to contact us for further assistance.</p> <p>Thanks and Regards Investor Services Team</p>
Interim Reply	Call/ Email	In case of TAT burst	<p>Dear <CUSTOMER NAME>, Your concern regarding <CRM COMPLAIN SUB-CATEGORY> is already noted under the reference number <CRM TICKET NO.> and it will require additional 2 day's time to investigate and resolve. We will keep you updated on the matter, thank you for your patience and understanding.</p> <p>Thanks and Regards Investor Services Team</p>
Final Reply	SMS/Call/E-mail	Once Issue resolved & complaint closed	<p>Dear <CUSTOMER NAME>, Your concern has been resolved under reference number <CRM TICKET NO.>.</p> <p>For further queries feel free to call us at 0800-62224.</p> <p>Thanks and Regards Investor Services Team</p>

9. COMPLAINT RESOLUTION PROCESS FLOW



Annexure A

Website Complaint logging form/screen – for Customers

MCBAH believes in providing best investment experience to our investors. Please feel free to forward your complaint/query/suggestion by filling your details in the below mentioned form and we will do our best to redress the same to further improve our processes. Alternatively, you can also drop us an email at info@mcbah.com

YOUR CONTACT INFORMATION

Name

Father Name

Phone Number

Mobile Number

City

Country

Email

Are you already invested with us?

☐ Yes ☐ No

RECORD YOUR COMPLAINT

Complain Type

☒ Complaint

Nature of Complaint

- | | |
|---|--|
| <input type="checkbox"/> Debit Card Dispute | <input type="checkbox"/> Deduction of Front End / Back End Load not informed |
| <input type="checkbox"/> Incorrect NAV applied on transaction date | <input type="checkbox"/> Incorrect/Excess Tax Deduction |
| <input type="checkbox"/> Non – Receipt of Debit Card | <input type="checkbox"/> Non Processing/Delay in transaction processing |
| <input type="checkbox"/> Non receipt of redemption / dividend amount | <input type="checkbox"/> Non receipt of Account Statement – POST/EMAIL |
| <input type="checkbox"/> Non receipt of iSave activation/unlock code | <input type="checkbox"/> Non receipt of Monthly Income Payment in bank account |
| <input type="checkbox"/> Non reflection of requested changes in account profile | <input type="checkbox"/> Non receipt of NAV on Cell/Email |
| <input type="checkbox"/> Non receipt of iSave Debit Card | <input type="checkbox"/> Not satisfied with Fund returns |
| <input type="checkbox"/> Transaction SMS Not received | <input type="checkbox"/> SMS against Balance enquiry not received |
| <input type="checkbox"/> Unable to Activate Debit Card | <input type="checkbox"/> Unable to Apply for Debit Card |
| <input type="checkbox"/> Unable to create iSave Swift Account | <input type="checkbox"/> Unable to execute transaction on iSave |
| <input type="checkbox"/> Unable to generate TPIN for Debit Card | <input type="checkbox"/> Unable to make online payment through 1LINK |
| <input type="checkbox"/> Unable to perform transaction through Debit Card | <input type="checkbox"/> Unable to Register / Login in iSave |
| <input type="checkbox"/> Unable to submit Debit Card request | <input type="checkbox"/> Unsatisfactory Service by Sales Representative |
| <input type="checkbox"/> Unable to connect with 24/7 Helpline | <input type="checkbox"/> Others |

Description

I'm not a robot

☐

I'm not a robot



reCAPTCHA

Privacy - Terms

Submit

Annexure B

Acknowledgement email

Dear <CUSTOMER NAME>,

Your concern regarding <CRM COMPLAIN SUB-CATEGORY> is noted under the reference number <CRM TICKET NO.>. This reference number will be used for future correspondences

The expected closure of the concern is <AS PER STANDARD TAT> Days. Please do not hesitate to contact us for further assistance.

Thanks and Regards

Investor Services Team

Closure email

Dear <CUSTOMER NAME>,

Your concern has been resolved under reference number <CRM TICKET NO.>.

For further queries feel free to call us at 0800-62224.

Thanks and Regards

Investor Services Team

Annexure C
CRM Complaint logging form/screen – for Call Centre Staff

SAVE & CLOSE

SAVE & NEXT

NEW

SAVE

ASSIGN

EMAIL A LINK

WORD TEMPLATES

RUN REPORT

ASSIGN TICKET

TICKET : COMPLAINT

20170023960

TICKET DETAILS

Case Type

ID

Customer

Customer Account

Account Code

Customer CNIC

Investment Center

Department

Actual TAT

Category

Sub Category

Sub Sub Category

Online

Complaint

20170023960

1012650004

2017050129

--

Fund Management

--

Fund Management

Not satisfied with Funds returns

--

Channel

Customer Name

Sub Channel

Ticket Type

Status

Product

Total TAT

Resolve Within TAT

Toll Free-CCU

--

--

In Progress

--

1 Days

No

Comment \ Remark

Description

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I have purchased a Mutual Fund from FSC Blue. I have received the bonus fund together with the Rs 04 purchase. The bonus was added in front of my Name that is not correct. I have brought this to the attention of FSC Blue. They have not responded to my complaint. This is not fair business practice. You have lost my trust. Tariq Quraishi