

# Orient Finance PLC

## Customer Complaint Handling Procedure



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## 1. Introduction

Customer satisfaction is key to our success. This policy outlines how Orient Finance PLC addresses and resolves complaints received from its customers.

This policy/procedure document includes the complaints handling procedure required to be in place in terms of the Consumer Protection Regulations issued by the Monetary Board of the Central Bank of Sri Lanka under the Monetary Law Act No 58 of 1949.

## 2. Purpose

To ensure a systematic approach for receiving, recording, investigating, and resolving complaints in a fair, timely manner, with the goal of enhancing customer satisfaction and ensuring compliance with regulatory requirements.

## 3. Scope

This procedure applies to all employees and departments within Orient Finance PLC who handle or are involved in resolving complaints from financial consumers.

## 4. Definitions

**4.1 Complaint** - A complaint is an expression of dissatisfaction by a financial consumer regarding a financial product or service, or any related aspects, provided by Orient Finance PLC.

**4.2 Customer Complaint Handling Officer:** The employee or team responsible for managing and resolving complaints.

**4.3 Financial Service Provider:** a financial institution approved by the Monetary Board (or the Governing Board) of the Central Bank of Sri Lanka

**4.4 CRM** – Customer Relationship Management (system)

**4.5 FCRD** – Financial Consumer Relations Department



#### 4.6 CBSL – Central Bank of Sri Lanka

### 5. Responsibilities

For the purposes of this procedure, the following responsibilities will be applicable:

1. **Customer Complaint Handling Officer:** Responsible for reviewing customer complaints received, managing and resolving complaints in accordance with this procedure. Providing the required information to the Senior Management with regard to complaints.
2. **Compliance Officer:** Ensures adherence to relevant regulatory requirements and internal policies-
3. **Branch Manager:** Coordinates and addresses complaints at each respective branch.

### 6. Channels for Lodging a Customer Complaint

- Visit our webpage at [www.orientfinance.lk](http://www.orientfinance.lk), select 'Contact Us,' then choose 'Request a Call' and select 'Other'

Indicate the product or service relevant to your concern, e.g., Leasing / Fixed Deposit / Gold Loans.

- By Phone +94 117 577 577 & +94 777 710 800
- By WhatsApp on +94 777 710 800
- By Post (To Complaint Handling Officer, Orient Finance PLC, No. 19, Railway Avenue, Nugegoda)
- By email ([info@orient.lk](mailto:info@orient.lk))
- In-person visit to a Branch Manager or Respective Officer.

### 7. Procedure

#### 7.1 Receiving Complaints

##### **Channels for Complaints**

- Complaints can be submitted via email, phone, in-person, or through the Orient PLC official website.
- Provide clear contact information for complaints on all customer-facing materials.
- All complaints received should be entered to the CRM by the recipient of the complaint.

### **Acknowledgment of Receipt**

- At Orient Finance, we acknowledge receipt of every complaint within 5 working days. Each acknowledgment is sent through the complainant's preferred communication channel, such as email or SMS, in the format provided in Annexure I.
- In our acknowledgment, we provide a unique reference number or ticket number that is generated by the CRM system. This reference number serves as a tracking identifier for the complaint, allowing the complainant to easily monitor the status and facilitate future follow-ups.
- The ticket number is generated when the Branch Manager or relevant officer updates the complaint in the system (CRM). Following this update, the Customer Complaint Handling Officer will send the acknowledgment to the complainant.

## 7.2 Recording Complaints

- **Complaint Log**
- Record details of the complaint in the Customer Relationship Management (CRM) System.

Record:

- Date and time of receipt
- Complainant's contact details
- Nature of the complaint
- Relevant account information / details
- Initial assessment of the complaint
  - Attach supporting documents where necessary" to ensure thorough documentation.
- Categorize complaints based on the nature / Product of the issue



- Prioritize based on urgency and potential impact.

### 7.3 Investigation and Resolution

#### **Assign Responsibility**

- The Customer Complaints Handling Officer shall assign the complaints recorded in the CRM to the relevant department or individual to whom the complaint relates to, for investigation.
- The staff member to whom the matter is assigned to, shall investigate the complaint and provide a report covering the matter, to the Customer Complaint Handling Officer.

#### **Investigation Process**

- Once the investigation report is received, the Customer Complaints Handling Officer shall review all relevant information and documentation.
- Contact the complainant if additional information is required.
- Assess the complaint based on evidence and institutional policies.

#### **Resolution**

- The Customer Complaints Handling Officer shall develop a resolution/resolution plan and communicate it to the complainant.
- Provide a clear explanation of the resolution and any corrective actions taken by OFP.
- For complaints forwarded by the FCRD of the CBSL, a copy of the customer communication and any other documents required shall be submitted.
- Communicate with the Senior Management Team and implement any changes or improvements needed to prevent recurrence of the incident that gave rise to the complaint.

#### **Timeline**

- The Customer Complaint Handling Officer shall resolve all complaints received within 14 working days.

- Depending on the complexity of the issue, if more time is required to resolve the matter, the complainant will be informed of the progress and provide an updated timeline.
- The notification will include the reasons for the delay and the action that is being taken, as appropriate.

#### 7.4 Closing and Follow-Up

- The Customer Complaint Handling Officer shall update the Complaint Log in the CRM with the outcome and resolution details.
- Retain complaint records for 6 years for future reference and regulatory compliance.

#### 7.5 Monitoring and Reporting

- **Review Complaints**

The Customer Complaints Handling Officer shall regularly review complaint logs to identify trends, recurring issues, and areas for improvement.

- **Reporting**

- A monthly report on the analysis of customer complaints by issue and the time taken to resolve the matter shall be prepared and submitted by the Customer Complaint Handling Officer to the Senior Management Team for review,
- The above report shall, summarize key issues, resolution effectiveness, and recommendations for process enhancements. Conduct root cause analysis for significant or recurring issues to identify underlying problems and recommend necessary actions to address them. This ensures that systemic issues are resolved and helps prevent future occurrences.

## 8. Training and Awareness

### 8.1 Employee Training

- The Complaints Handling Officer shall provide regular training to staff on complaint handling procedures and customer service best practices.
- The trainings shall be conducted annually or as and when there is a significant change to the process of complaint handling that requires updating the knowledge of staff members.

## 8.2 Awareness

- Ensure all employees are aware of the complaint handling process and their roles within it.

## 9. Further inquiries or assistance

- If our resolution doesn't meet your expectation, a direct complaint can be addressed to the Financial Ombudsman or Financial Consumer Relations Department of Central Bank of Sri Lanka who are available for redress. The Financial Ombudsman has the power to inquire and resolve any complaints and/or disputes between customers and financial institutions covered by the Ombudsman Scheme.

### Details are as follows:

#### Financial Consumer Relations Department- Central Bank of Sri Lanka

No. 30, Janadhipathi Mawatha, Colombo 01

Telephone: - +94 112477966 / Ext: - 1935

Fax: - +94 112477444

Email: [fcrd@cbsl.lk](mailto:fcrd@cbsl.lk)

\*\* Additional information is also available on the website: <https://www.cbsl.gov.lk/en/fcrd>

#### The Financial Ombudsman,

143A, Vajira Road,

Colombo 05

Telephone: - +94 11 259 5624

Telefax :- +9411 259 5625

Email: [fosril@sltnet.lk](mailto:fosril@sltnet.lk)



**\*\*Additional information is also available on the website:**  
[www.financialombudsman.lk](http://www.financialombudsman.lk)





## Appendix 1

### Letter of Acknowledgment- Format

Date \_\_ / \_\_ / 20\_\_

Dear Customer [Customer Name],

Ticket Number / Complaint Number \_\_\_\_\_

#### **Acknowledgment of Your Complaint**

We acknowledge the receipt of your complaint submitted on [date] regarding [issue], and we have referenced it under complaint number [number]. We have initiated the investigation process and will provide our reply as soon as possible.

Please be advised that we have initiated the investigation process and will forward to you our reply at our earliest.

Should we require further information from you during this process, we will reach out directly. In the meantime, if you have any questions or need additional assistance, please contact us at +94 777 710 800 or via email at [info@orient.lk](mailto:info@orient.lk)

We appreciate your patience and cooperation as we work to address your concerns. Thank you for bringing this matter to our attention.

Sincerely,

\_\_\_\_\_

