



Citizens Charter Of Star Union Dai-ichi Life Insurance Company Limited

A Declaration of Service Commitment to our Customers

January- 2015

CITIZEN CHARTER

Preface

The main objective of the exercise to issue the Citizen's Charter of Star Union Dai-ichi Life Insurance Company Limited (SUD Life) is to maintain and improve the quality of services offered. This is done by letting the citizens know how one can get in touch with our offices, what to expect by way of services and how to seek a remedy if services are not as per their expectations.

This Citizens Charter represents the commitment of SUD Life towards standard, quality and time frame of service delivery, grievance redress mechanism, transparency and accountability in accordance with the Insurance Regulatory Development Authority (IRDA). This also includes expectations of the organisation from the citizen for fulfilling the commitment of the organisation. The charter has been prepared to promote fair insurance practices and to give information regarding various activities relating to customer service.

The term 'Citizen' in the Citizen's Charter implies the clients or customers whose interests and values are addressed by the Citizens Charter and, therefore, includes not only the citizens but also all the stakeholders, i.e., citizens, customers, clients, users, beneficiaries, other regulatory bodies etc.

The Citizens Charter is not a legal document and hence not legally enforceable creating any rights and obligations. However, it is a tool for facilitating the delivery of services to citizens with specified standards, quality and time frame of service delivery etc. with commitments from SUD Life and its clients.

Components of a Citi Citizen's Charter

- I. Vision
- II. Philosophy
- III. Values
- IV. Our Customers
- V. Our Customer interface
- VI. Our commitment
- VII. Our service standards
- VIII. Our service time frames

Information given in this document is as of January 6, 2014 and is subject to change/revision. This document is to promote better understanding between Citizens and SUD Life.

Only key information on various services are given in this document. Each service has its own detailed terms and conditions, which is submitted with the regulator and is available on our website.

For further details/ information, please visit our website www.sudlife.in or call us at our numbers mentioned below

Toll-Free: 1800-200-8833, Mon-Sat, 8:00am-8:00pm

Chargeable No.: 022-39546300

Our Vision

To be the Trustworthy Lifelong Insurance Partner

Our Philosophy

Converting Transactional Relationships into Subscriptional Relationships.

Our Values

Passion Simplicity Integrity
Ambition Humility Innovation

Our Customers

Individual Customers
Group Customers

Customer Interface

The policy holder can approach us through any of the channels mentioned below

Contact Centre:

Customers can call our Contact Centre at 1800-200-8833 (Toll-free)/39546300 (MTNL/BSNL). Operational hours Mon-Sat 8:00am to 8:00pm

Email:

Customer can email to us at customercare@sudlife.in.

SUD Life Branch/Regional Offices:

Customers can visit us at any of our Regional Offices or Corporate Office or at Branches of Bank of India or Union Bank of India.

Website: Customers can visit our website at www.sudlife.in and check the product and services we offer

Our Commitment

To the Community: We Promise

- To provide life insurance cover and financial security to all sections of society through our wide range of products
- To Develop and Roll out product suiting to the needs of customers in lieu of changing social and economic environment
- To Conduct our business in view of the interest of our society and national priorities

To Our Customers: We promise

- To be available to them Wherever they want, However they want
- To provide Delightful customer experience on their every contact with us
- To maintain proactive reach and keep them informed on servicing needs

To Our Internal Customers: We Promise

- To train our employees as multi- skilled resources
- To groom our team to become "Future Leaders" by exposing them to multiple discipline and challenging environments
- To Provide an environment which ensures job satisfaction and sense of pride

Our Service Standards

Standards for Fairness in Dealing with Customers

We will

- ✓ Strive to deal with our Customers in an open and transparent manner
- ✓ Explain the rationale behind our decisions, consistent with requirements relating to business principles;
- ✓ Continuously expand our product line and services to afford wider choice;
- ✓ Waive/allow payment of interest as a measure of compensation wherever service deficiency occurs which is attributable to us.

Standard for Easy Access to Information for Customers

We will

- ✓ Educate the customers and the public of the various options available in the area of products and services;
- ✓ Make available to the customers the literature and brochures relating to our products and services in the regional languages and in “easy to understand” style;
- ✓ Enlarge the access of the customers to reach out to the Organisation through different channels like help lines, call centres, internet etc.
- ✓ Make available various information on products and services through our web page on internet, interactive voice response system, information kiosks etc;
- ✓ Enhance the content, frequency and quality of our communication with the customers, especially through the mass media like Press, Television, Radio etc .

Standard for Policy Servicing

We will

- ✓ Strive to achieve and excel the benchmarks set forth in the charter displayed in our branch offices and those prescribed by the regulatory authority in respect of various aspects of policy servicing;
- ✓ Review the standards of servicing annually with a view to improving the benchmarks, wherever necessary
- ✓ Respond to customer enquiries promptly
- ✓ Afford the customers, opportunities to provide the Organisation with feedback about their perception of our services and to suggest improvements through customer surveys and customer meets;

- ✓ Enhance customer convenience through adoption of higher technologies in the areas of information and communication, simplification of processes, review and revamp systems and methods

Standard for Claim Settlement

We will

- ✓ Strive to settle all maturity claims well in time preferably on or before the due date, on receipt of all requirements from the policy holders;
- ✓ Strive to settle all death claims, which do not require investigation, within 30 days of submission of all requirements by the claimants. If there is a delay on our part beyond the stipulated days, we will pay interest for the delayed period as prescribed by IRDA.

Standard for Redressal of Customer Grievances

We will

- ✓ Provide opportunities to our customers to meet designated Grievance Redressal Officer in all offices of the organisation without prior appointment during the second half of working hours on all Mondays and prior appointment on other working days
- ✓ Register all grievances received and strive to dispose off the same within fifteen days of their receipt. In case of delay beyond this period, we will explain the reasons for delay on request
- ✓ Enable a claimant whose claim has been repudiated by the claims team, the opportunity for appealing for a review by the claims review committee functional at company level
- ✓ Provide information to the aggrieved customers about the availability of the external grievance Redressal machinery in form of Ombudsman.

This charter is a summary of what Star Union Dai-ichi Life Insurance proposes to offer to the community, to the customers and to our workforce. This charter does not become a part of the policy contract of the customers of Star Union Dai-ichi or the conditions of service of the workforce of the organization.

Board Approved Service Parameters and Turn Around Time (TAT)

Policy Issuance Related	
Processing of proposal form and communication of decisions including requirements/ issue of policy/ cancellation	15 days from the date of receipt of proposal form or any requirements called for by the Company
Providing copy of the proposal form	30 days of acceptance of proposal
Refund of proposal deposit/ refund of outstanding proposal deposit	15 days from date of underwriting decision

Policy Servicing Related	
Processing of free look cancellation	15 days of receipt of request
Surrender/ Withdrawal	15 days of receipt of request or last necessary document
Other Servicing request (assignment, change in nomination, policy loan, address change etc.)	10 days of receipt of request or last necessary document

Claims/ Benefits Related	
Maturity claim/ Annuities	On the due date or date of receipt of last necessary document
Survival benefit	On the due date
Death Claim (other than health claims) (Settlement/ Rejection/ Repudiation) – Non investigation cases	30 days from date of receipt of all relevant papers
Death Claim (other than health claims) (Settlement/ Rejection/ Repudiation) – Investigation cases	Completion of investigation 90 days from date of receipt of claim intimation and settlement within 30 days thereafter.
Health claims – Non- investigation cases	30 days from the date of receipt of last necessary document
Health claims – Investigation cases	45 days from the date of receipt of last necessary document

Grievances - Complaints Related	
Acknowledging a Grievance	3 working days
Resolving a Grievance	15 days