



Quick Ride
Carpool • Bikepool • Taxi

iDISHA INFO LABS PRIVATE LIMITED

Customer Service, Service Quality and Grievance Redressal Policy

Document Revision History

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Document Approval History

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7-Sep-2022	1.0	Approved	Board of Directors
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1. Introduction

- 1.1 iDisha Info Labs Private Limited (“Quickride” or “the Company”) is engaged in the business of providing carpool and Taxi services to commuters. The document below outlines the process and policy for addressing customer support and quality of the same. The Company also offers PPI Wallet to its customers for convenience of payments. This document also covers the Grievance Redressal mechanism as required to be implemented by all PPI Issuer companies, as mandated by RBI. This policy applies to all Quick Ride users, who may face issues related to services, payments, transactions, accounts, or any other matter requiring redressal.

2. Customer Satisfaction Policy

Principles of the Company for Customer Service

- 2.1 **Customer First** - The priority of any work that company engages in, it is planned and executed keeping the customer’s interest in mind. At no place, be it operations, customer service, marketing, engineering, the user’s interest to be taken at top most priority. iDisha Info Labs strives to reflect the same in every step that is taken.
- 2.2 **Timeliness** – Issues will be acknowledged and resolved within defined timelines. The 95% customer queries are resolved on-time with SLAs well defined.
- 2.3 **Predictable and Consistent Quality** - iDisha Info Labs is determined to provide very high quality services to the users end-to-end. The company has developed and implemented the process to ensure that the same experience is exhibited every time.
- 2.4 **Be Reachable** - Availability and reachability to customer 24x7 to assist them with queries of taxi booking and providing them the resolution to keep customers satisfied. Be available for queries of PPI Wallet related 24*7.
- 2.5 **Transparent and Clear Communication** - Ensure no surprises to customers and the details are shared transparently to users to have them trust us.
- 2.6 **Transparency** – Customers will be kept informed of resolution status.
- 2.7 **Fairness** – Equal treatment to all customers without bias.
- 2.8 **Compliance** – Adherence to RBI, transport authority, and IT Act regulations.

3. Customer Communication Channels

Customers can reach Quick Ride Support through multiple channels and the same will be published on the company website.

- **Phone Support:** Carpool and Taxi Services 080-4681 0600
Support concerning PPI Wallet: 080- 4568 6686
- **Email Support:** Customers can write an email to support@quickride.in
For Escalations to supportescalation@quickride.in

4. SOPs

Customer Query Handling Steps

1. Acknowledge Immediately

The acknowledgement of the receipt of the customer support issue is sent with a tracking ticket number.

2. Verify Customer Details

Name, registered mobile/email.
Ride ID / Wallet Transaction ID.

3. Categorize the Issues

Carpool, Taxi, Payments, Safety Concern, General Query, PPI Wallet, Others. The customer support manager shall periodically add the categories

4. Check Knowledge Base

Use standard responses/FAQs for quick resolution.

5. Provide Resolution or Escalate

If it can be resolved → Resolve and confirm with the customer & close ticket.

If not → escalate to the next level in the organization, till it is resolved or finalized the resolution.

6. Escalation matrix

Level	Role	Contact method
Level 1	Support Executive	support@quickride.in or phone numbers given on website
Level 2	Support Escalation	supportescalation@quickride.in
Level 3	Nodal Officer	nodalofficer@quickride.in

5. Customer Query Repository

- All the customer issues would be reported in a single tool called Freshdesk.
- Any issue reported through social media/phone call/playstore shall be reviewed by the company and raised in freshdesk for applicable ones
- Quickride shall maintain logs of complaints received. The information contained in the records will include, but not be limited to:
 - Customer Unique ID
 - Grievance Detail
 - Date received
 - Category of Grievance;
 - Resolution Status; and
 - Any additional data that may be deemed essential for future reference or audit purposes.
- Each type of ticket shall have a priority and TAT as defined in SLA.

6. Service Level Agreements (SLAs)

Here are the SLAs that the company needs to meet and these are applicable for Email based Support tickets.

Issue Type	Resolution Timeline
Query for information of services	48hrs
Carpool related	96hrs

Taxi related	
Safety related / Accident issues	Immediate on Call & addressing; Further support related to any compensation, grievances - 7 working days
Technical Issues	a) Work around remedy to be provided by 96hrs. b) 3-4 weeks and as per priority decided by company
PPI Wallet - Queries about KYC, Limits, Transaction record	96hrs
PPI Wallet - Redemption/Refund/beneficiary Support	10 working days
PPI Wallet Unauthorized transactions	Immediate On Call Within 12hrs for email based
Other Miscellaneous	10 working days

7. Customer support - Quality Assurance

A dedicated team for customer support should be in place. The customer success team must undergo training to ensure quality in support.

- Tools usage training
- Customer Support Policy Training
- Common issues & Case Study discussions
- Existing Knowledge Base Training

The CS team would be equipped with a knowledge base which allows the team member to resolve the issues faster and also understand the application. Every new member shall have a mentor who will guide the CS team member towards correct resolution.

8. Roles & Decision Making Authority Matrix

Each level is equipped with authority and responsibility. Here is the authority matrix.

Level	Role	Description
1	Support Executive	The executive is authorized for resolution of common tickets with defined solutions. The executive shall escalate the matter to the next level if it is a new type of issue, or issue couldn't be resolved by the executive amicably.
2	Support Leader	Complex issue resolution. Authority to credit compensations. Maintains knowledge base of frequent question and answers. Authorized to correct fares.
3	Support Head	Takes the final decisions and authorized to award compensations upto Rs.10000. Reviews and updates SLA, etc., Owns the customer support policy Interacts with Tech team and submits the technical requirements to tech team Implement tools to improve productivity of the support team
4	Nodal Officer	An advocate of customers who reviews the cases and takes the decision to resolve the matter.

9. Customer Service Monitoring / Auditing

The support team shall have monitoring and auditing procedures for the unresolved issues.

Every support team member shall send daily report of

- Achievement of the previous day
- Escalated issues status
- Unresolved / SLA risk issues

Support lead to organize daily review meetings / Standup, discuss unresolved tickets, discuss common issues and take actions to rebalance work load among agents, etc.,

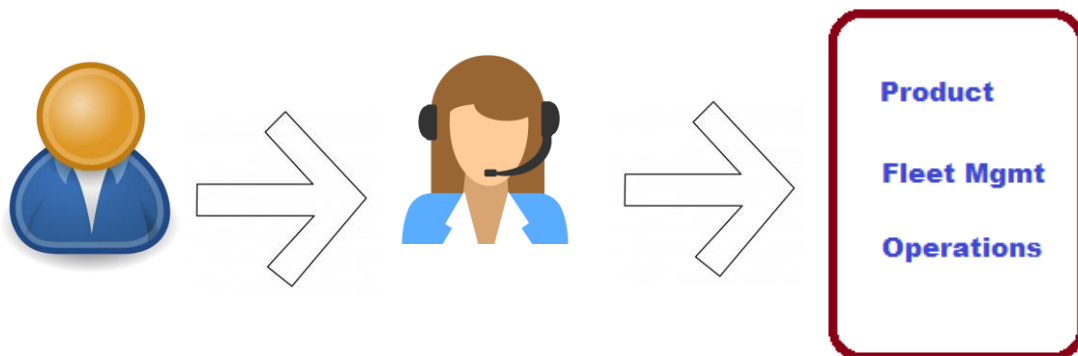
Support manager to review aging tickets weekly basis and initiate actions to resolve.

Support manager shall submit a monthly customer grievance report to the RBI.

10. Customer Support Continuous Improvement

The quality of support needs to be upgraded continuously through learnings and feedback. The feedback can be achieved from the customer, NPS, drivers, CS team and their own experience too.

There is an active channel from CS team to product, fleet mgmt and operations for feedback and improvement which helps planning of the improvements based on priority and need



11. Net Promoter Score (NPS)








Company should also implement automated NPS which helps the management to understand the score at real time for the specified period. The NPS has been implemented with standard methodology, which is mentioned below:

NPS score is as simple as tallying up your responses and subtracting the percentage of detractors from the percentage of promoters. For example, if 60% of respondents are promoters, 10% are detractors, and 30% are passives, your NPS would be $60 - 10 = 50$.

The score is a whole number ranging from -100 to 100 and indicates happiness with brand experience.

The NPS needs to be collected frequently to ensure that feedback arrives in a timely manner and continuous improvement can be implemented.

Here is the NPS for the month of Aug:

Detailed NPS (50)										
Summary										
B2B All NPS All OPERATOR All CITIES All Date 1/1/2022 - 9/1/2022 73.75% Promoter 15.75% Detractor 10.50% Neutral 58 NPS 0-50 of 419 < >										
CUSTOMER	RIDE	DATE	B2B	NPS	BOOKING EXPERIENCE	RIDE FARE	AFTER BOOKING	CHECKOUT EXPERIENCE	CUSTOMER SUPPORT	OPERAT
Tilak 9986379336	822042	11:02 PM 31 Aug. 2022	 Quick Ride	8 Neutral	5	5	5	5	-	Jyoti A
Kirti Rao 9972030307	821910	9:11 PM 31 Aug. 2022	 Quick Ride	10 Promoter	-	-	-	-	-	Tilok Ch
Vasanth Kumar GH 9972334444	825058	8:17 PM 31 Aug. 2022	 Quick Ride	10 Promoter Very nice	-	-	-	-	-	Babu M
NEERAJ GUPTA 9650288001	805352	5:28 PM 31 Aug. 2022	 Quick Ride	10 Promoter good experience	-	-	-	-	-	Sambhu Jena
Raghuram 8109177007	819977	4:28 PM 31 Aug. 2022	 NOBROKER	10 Promoter	-	-	-	-	-	Babu M
Prateek Anand 9604698237	824165	11:14 AM 31 Aug. 2022	 Quick Ride	10 Promoter	-	-	-	-	-	Jyoti A
Naveen 9620966628	821526	9:20 AM 31 Aug. 2022	 AC	10 Promoter	-	-	-	-	-	Uleppa

12. Unresolved Grievances related to PPI Wallets

In case of unsatisfactory resolution, the customer can contact RBI Ombudsman as mentioned in the link below:

[RBI Ombudsman](#)

13. Customer Data and Privacy

- All customer data will be protected and safe guarded..

- Support staff will access only relevant data needed to resolve issues.
- No sharing of customer data with unauthorized third parties is allowed

14. Nodal Officer

Nodal Officer: Company shall appoint a nodal officer who is independent of any team and would be an advocate of the customer. The escalated issues would be handled by a nodal officer.

If the issues are not resolved to the satisfaction of customers and, customers have option to reach to Company nodal officer, by nodalofficer@quickride.in

15. Review Of Policy

The Board will review the Policy when one of the following situations arises:

- a) Any changes in applicable laws warranting a revision in the Policy;
- b) Implement any changes for any new business line that Quick Ride ventures into.
- c) Remedy deficiencies, if any.
- d) Regulatory requirements or observations if any