



Third Party Products & Virtual Channels

Third Party Products: Market Share & Penetration

Market Share – as on March'22

	% Market Share to Overall Industry	% Market Share to Private Industry
Life Insurance	8%	12%
Non Life Insurance	1.1%	1.9%

	% Market Share to Overall AUM	% Market Share to Equity AUM
Mutual Funds	4.88%	5.07%

Product Penetration – as on March'22

	% Penetration to Total Customer Base
Life Insurance	11.90%
Non Life Insurance	14%
Mutual Funds	2.16%

- Insurance penetration includes total customer including retail asset customers and group business, while MF penetration is on total CASA base
- Non Life penetration includes 4% penetration on Health Insurance

Market Share – as on March'22

	Key Metrics	HDFC Bank Rank
Life Insurance	Premium Mobilization	2
	Fee Income	1
	% Contribution to Insurer's <u>Overall</u> business	Largest contributor across all insurance partners
	Per Branch Productivity	1
	Persistency	1

Non Life Insurance	Premium Mobilization	1
	Fee Income	1
	% Contribution to Insurer's Banca business*	Largest banca contributor across 4 of the 5 insurance partners

Mutual Funds	Overall AUM	2
	Equity AUM	2
	Equity Gross Sales	2
	SIP Count	3

- Insurance matrices are on bancassurance channels across industry

THIRD PARTY PRODUCTS & VIRTUAL CHANNELS

Grievance Management Process

1

Comprehensive grievance management process with a dedicated team.



2

All complaints are investigated parallelly by bank, as well as Insurance partners.



3

Reference of pre-issuance verification, independent customer calling for all complaints.



4

All denial cases are mandatorily reviewed by an independent complaints review committee comprising of senior representation from channel, product and QIG team



5

The denial cases are further ratified by the Internal Ombudsman, in line with RBI guidelines.



6

The team is also responsible for implementing sales process modifications across insurers - identified as a result of complaints



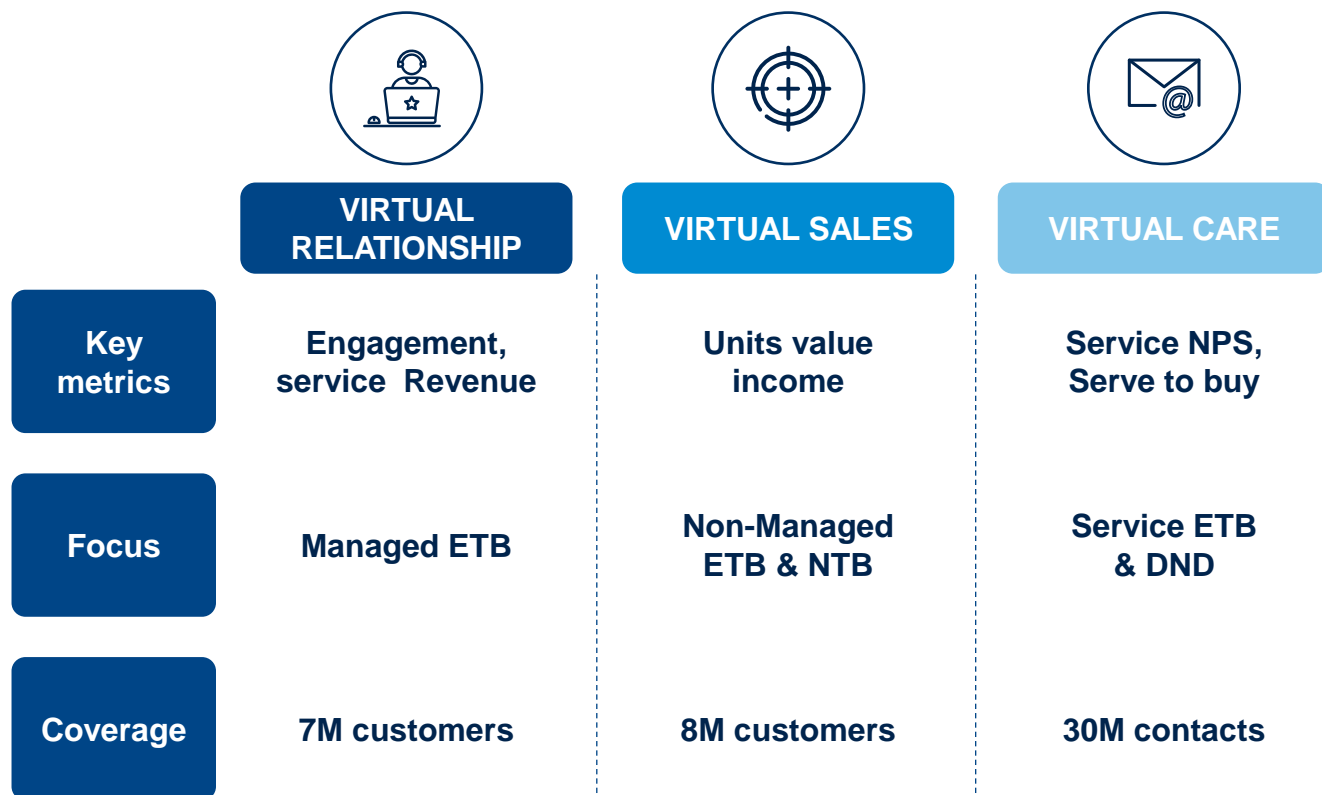
More than 35 interventions implemented in FY 2021-22 towards sales process improvement, including key process modifications for solicitation to sensitive categories like Marginal & Senior Citizen customers

Tele Channels

THIRD PARTY PRODUCTS & VIRTUAL CHANNELS

Virtual Engagement Channel- An Overview

UNIFIED NON STP FULFILMENT VERTICAL - BEU



Objective: Acquire...Engage...Retain

- **Wide reach** - Tele biz channels collectively engaged with 24.44 million customers during the FY from 14 core locations
- **Revenue:** 16% avg. income growth
- **Cost** - 28 % cost to income ratio
- **Structured, Secure, compliant and automated model** - No manual calling, no data leakage

Virtual Care



Service: Customer smile in every interaction

FY 21-22 “Smile” stones

- “ONE Number” at PhoneBanking
- Priority Servicing of Senior Citizens
- Voice Hybrid Model at Email Care

Y1 – 50.59 million

Y2 – 59.02 million

Y3 – 67.45 million

Customer Interactions (calls + Mails)
Annually serviced by Agent

FY 21-22 Performance

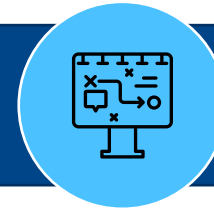
Best in Class Service Customer Wait Time improves to 9 Secs

- Service Levels closed at 93% (up from 73% in Q1)
- Email Care TATs for Day 0 response improve from 29.22% in Q1 to 73.16% in Q4

Complaints Management FY 21-22

- Resolution within TAT @ PhoneBanking : 99.93%
- Adequacy of closure @ PhoneBanking : 99.79%
- Adequacy of Logger @ Email Care : 99.36%

* Y1 – FY23 | Y2 – FY24 | Y3 – FY25



Strategy: To create a world class service platform for all customers of the bank

Omni Channel

Continuity

Voice Bot

Unified architecture

Chat Introduction

Work From Home (WFH)

100% Care : “Serve To Buy” Model

Migration to Bank staff Model

Thank You