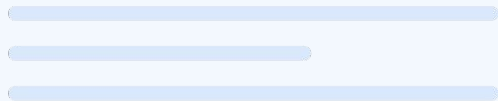




AUG 2022 Report

UGRC

(Unacademy Grievance Redressal Council)
MONTHLY REPORT





INTRODUCTION

Unacademy Grievance Redressal Council (UGRC) is a first-of-its kind initiative in the Indian EdTech sector to create a mechanism for Learners, Educators and other stakeholders to highlight their grievances and seek redressal.

UGRC operates with a three-tier redressal system with external independent oversight and is open to everyone, irrespective of whether the complainant is a paid subscriber, studies via Unacademy's free content or is a general user.

The initiative is in line with the Government of India's advisories and guidelines. Further, it also includes non-customers in its scope.

CORE OBJECTIVE

To create robust systems and processes to ensure effective and timely solutions to grievances with an impartial approach to set higher benchmarks towards effective stakeholder engagement.

KEY PILLARS

✓ TRANSPARENCY & ACCOUNTABILITY

The Redressal process is clearly defined and made public. Additionally, Unacademy has provided various channels to register grievances. Our robust processes also ensure that those seeking redressal know that there is a dedicated entity in charge of the process and that every grievance is considered in a timely, objective and neutral manner.

✓ FAIR & EMPOWERING

A skilled centralised team is dedicated to addressing each grievance with fairness, following a robust communication channel and appropriate CRM support. Our policy also empowers the complaints redressal desk, in order to remove influences and promote objectivity and consistency in resolution.

✓ EFFICIENCY & RESPONSIVENESS

Each complaint is responded to and assigned with a unique identity for tracking. We have a well-defined turnaround timeline for resolutions which are strictly adhered to. Written acknowledgement is sent to the complainant with details of the officer handling the particular case and expected turnaround time for resolution.

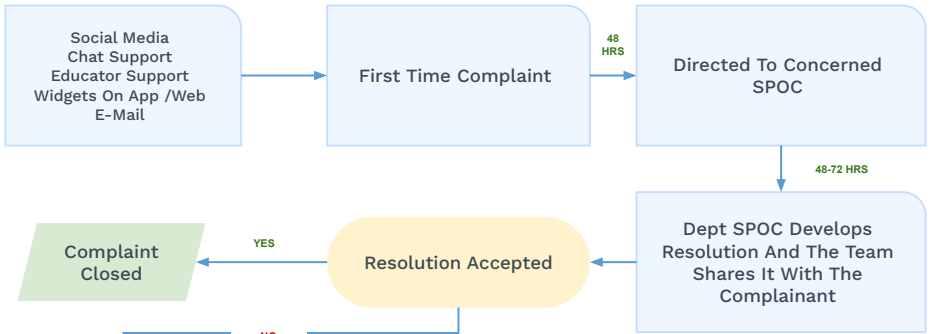
✓ REVIEW & IMPROVEMENT

We constantly review our processes to identify areas of improvement and ways to prevent future grievances. There is regular analysis of the frequency, patterns and cause of grievances. Review of strategies and processes used for grievance resolution. Check on the effectiveness of those strategies and processes. Improvement plans are implemented on a regular basis.

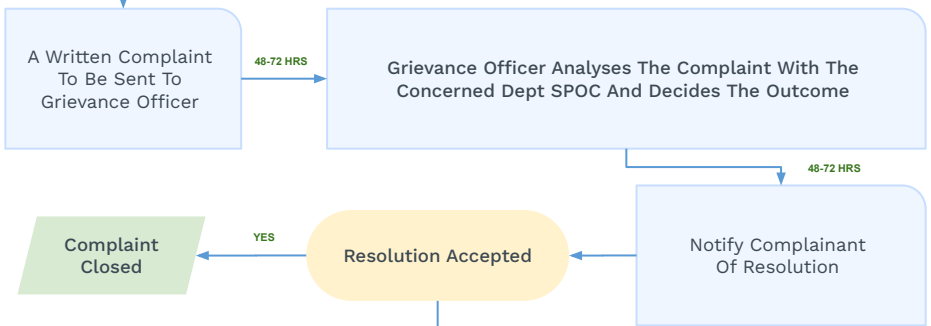


PROCESS

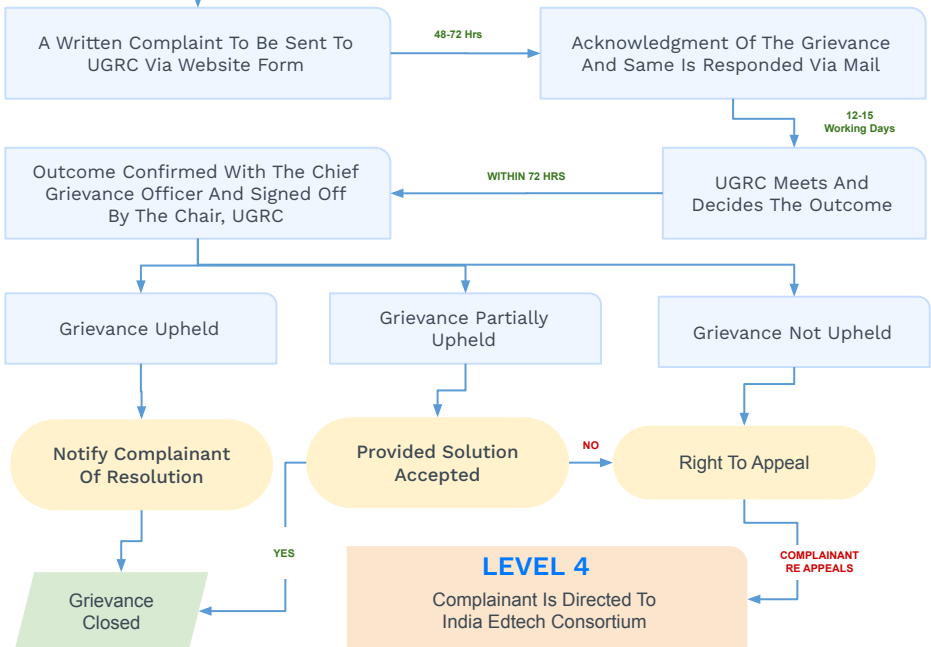
LEVEL 1



LEVEL 2



LEVEL 3



RESPONSIBILITY

UGRC shall be responsible to ensure that grievances are dealt with effectively in accordance with the 'Grievance Procedures'.

In doing so, the council shall adhere to these principles:

1

Take each grievance with utmost sincerity and address key questions on why the complainant feels aggrieved, unhappy or dissatisfied

2

Investigate the facts and surrounding circumstances

3

Communicate to the complainant about revert timelines

4

Provide feedback to the complainant about what can/cannot be done to resolve the grievance

5

Take necessary follow-up action



LEVELS OF GRIEVANCE

✓ LEVEL 1

Level 1 includes social media/email/ chat/Educator supporter widgets
Unacademy will acknowledge the issue and capture in the appropriate system
Unacademy has a defined turnaround time of 3 days for a resolution
If the complainant is not satisfied with the response offered, then complainant may choose to refer the matter to Level 2

Email ID: help@unacademy.com

✓ LEVEL 2

Written Grievance will be acknowledged and recorded in the system
Unacademy has a defined turnaround time of 10 days for a response
If the complainant is not satisfied with the response offered then complainant may choose to refer the matter to Level 3

Email ID: consumergrievance@unacademy.com

✓ LEVEL 3

Written Grievance duly mentioning the unresolved grievance ticket number will be acknowledged and captured in the appropriate system
Unacademy has a turnaround time of 10 days for a response at this level
Contact via Website form

✓ LEVEL 4

If your issue remains unresolved after approaching Level 1/Level 2/ Level 3 you may choose to refer the matter to the IGRB, an independent grievance redressal body set up under the India Edtech Consortium.
(www.indiatech.in)

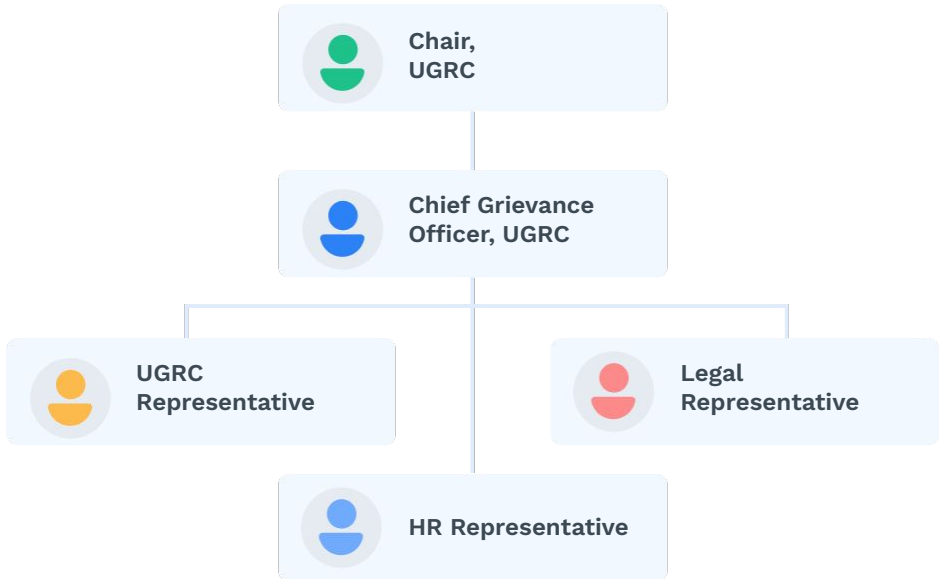
NOTE



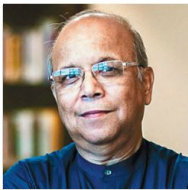
The UGRC shall be functional from Monday to Friday during working hours (10:00 AM - 7 PM) only. Any grievance filed after working hours or on any holiday or weekends (Saturday & Sunday) shall be treated to have been filed on the next working day. UGRC mandates and processes are subject to revision based on the evolving guidelines and best practices.



STRUCTURE & KEY PEOPLE



 **CHAIR, UGRC**



Prof. Rajan Saxena

Ex NMIMS Vice Chancellor,
Ex Director IIM Indore | SPJIMR | IBS G,
Author,
External Member, UGRC

 **CHIEF GRIEVANCE OFFICER, UGRC**



Mr. Abhyudaya Rana

Associate Vice President, Product Operations
Email: consumergrievance@unacademy.com



AUGUST 2022 UGRC REPORT

COMPREHENSIVE CONSUMER GRIEVANCE STATISTICS - AUG 22

GRIEVANCE TICKET	AUG 2022
Tickets Created	63
Tickets Resolved	62
Tickets Unresolved	01
Resolution Hours	19 Hrs 14 Mins

ROW LABELS	AUG 2022
Payments & Refunds Related	13
Content Request	09
Gibberish	7
Educator Exit Issue	5
Physical Notes	4
Test Prizes Related	4
Unable to access Content	3
Account Deletion Request	2
Mentor not assigned	2
Sales Lead	2
Suggestions - Product Request	1
Unable to Login	1
Watch Minutes	1
Profile Change	1

Grievance Escalated to the UGRC by	LEARNERS	EDUCATORS	OTHER STAKEHOLDERS
Grievances Raised	07	01	00
Grievances Resolved	07	01	00
TOTAL	07	01	00

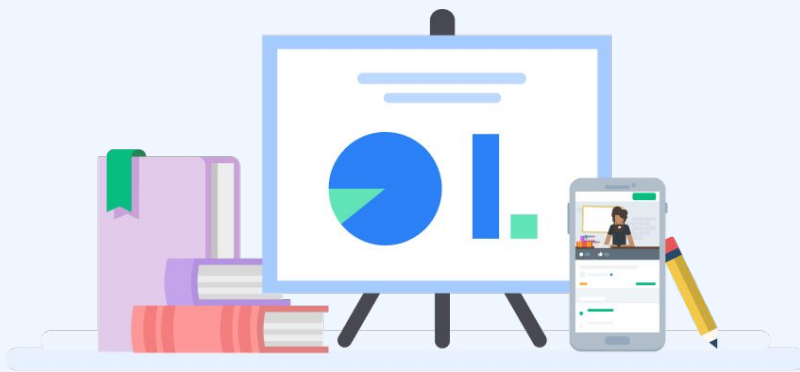
KEY HIGHLIGHTS

- All eight grievances registered with UGRC were resolved within the stipulated TAT
- Grievances with UGRC are documented in detail
- One unresolved complaint is with the legal department for resolution according to appropriate procedures
- **Payments & Refunds Related (13 tickets):**

Nine refund-related tickets were raised, all of which were addressed as per organisation's norms and standards. Learners' concerns were addressed and solutions provided.

A learner contacted us stating that they were promised course content in Hindi, but they could find the sessions only in English. We checked and processed a full refund.
- **Content Requests (9 tickets):**
 - We received three tickets from the same learner stating they are not satisfied with the Educator's teaching method and wanted to change the Educator for their course. We checked and asked for the Educator's and session's details, however, the learner did not respond further.
 - Two tickets were raised by the same learner stating that they have not received the video recording of their mock interview. We checked and highlighted the issue with the offline team and the issue was resolved.

- A learner contacted us stating that their course UPPSC & UPSSSC is partially completed and wanted to know the further schedule details of the sessions. We checked and helped the learner with upcoming course links.
- A learner raised a ticket stating that they are unable to access the recorded sessions, we checked and helped with the steps to resolve the issue
- A learner from the CUET category raised a ticket stating Live sessions are available for his category, and therefore requested a refund. However, we did check and informed the learners that CUET is a recorded category and the same is mentioned on the landing page of CUET goal.
- **Gibberish (7 tickets):**
We received 7 Gibberish tickets for the month of August. All tickets were Closed as per process



THANK YOU