

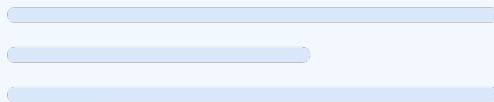


# NOV 2022 Report



## 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.

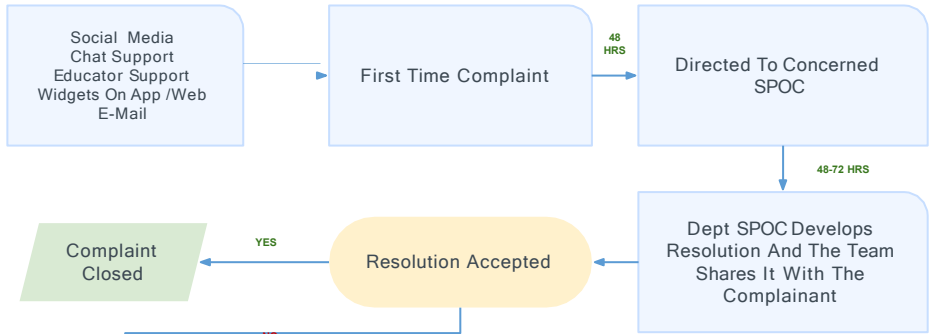
## ✓ REVIEW & IMPROVEMENT

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.

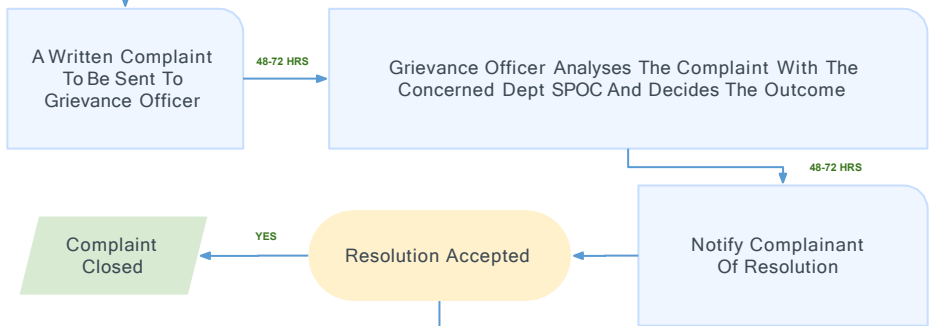


# PROCESS

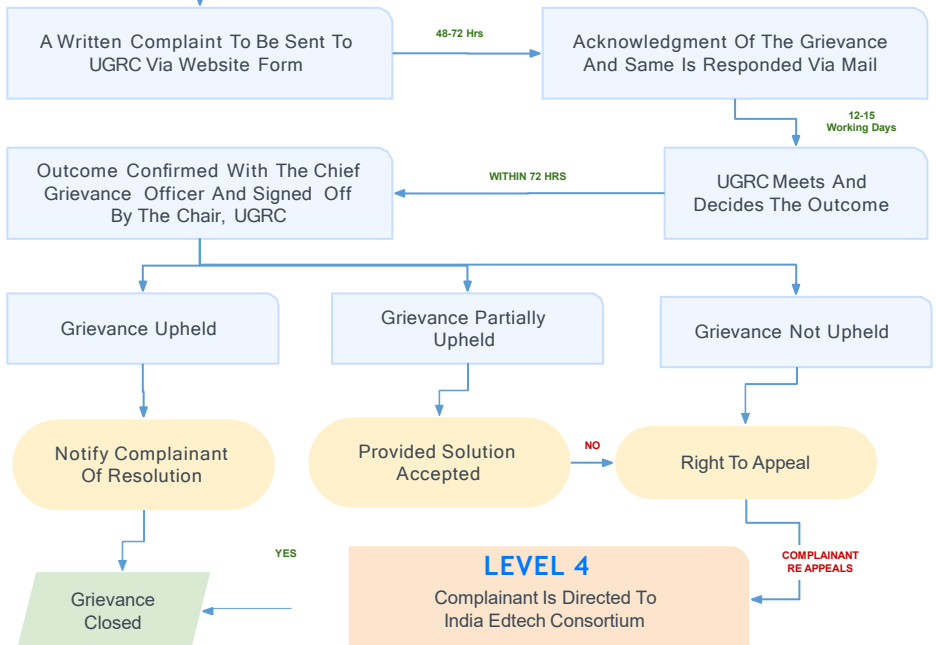
## LEVEL 1



## 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](mailto: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](mailto: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](http://www.indiatech.in))

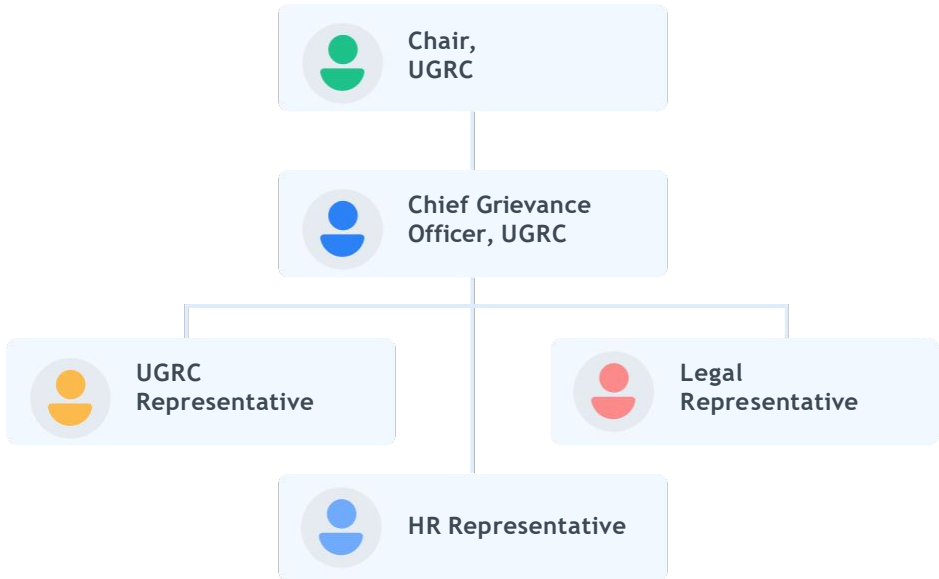
### NOTE



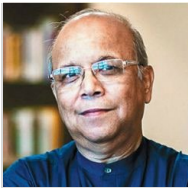
The UGRC shall be functional from Monday to Friday during working hours (10:00 AM- 7 PM) only. Any grievance filed after working hours or on any holiday or weekends (Saturday & Sunday) shall be treated to have been filed on the next working day. UGRC mandates and processes are subject to revision based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



# November 2022 UGRC REPORT

## COMPREHENSIVE CONSUMER GRIEVANCE STATISTICS - NOV 22

GRIEVANCE TICKET	NOV 22
Tickets Created	55
Tickets Resolved	55
Tickets Unresolved	0
Resolution Hours	24 Hrs.23 Mins

There were 4 cases for the month of October 22' which were resolved in the month of November 22'.

ROW LABELS	NOV 2022
UCL/Other test prizes	13
General Query	8
Unable to login	4
Unable to access content	4
Report incorrect/repeated questions or answer	3
Content request	2
Result / Rank / Leaderboard concerns	2
Cancel / Refund the subscription	2
Physical notes	2
Issue with Live class	2
Language Issues	2
Partner/tie-up with Unacademy	2
Subscription Extension Issue	1
Buffering/video quality issues	1
Doubts & analysis for test series	1
Others (Please specify)	1
Sign up for a new subscription	1
App Crash/Lag	1
Change subscription goal	1
Payment issues	1
Request for more tests/practice quiz	1



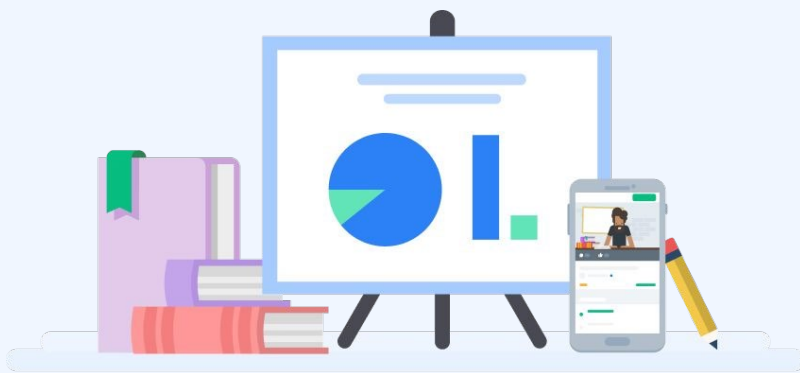


<b>Grievance Escalated to the UGRC by</b>	<b>Learner</b>	<b>Educator</b>	<b>Other Stakeholder</b>
Grievances Raised	05	01	00
Grievances Resolved	05	01	00
TOTAL	05	01	00

## Key Highlights

- All six grievances registered with UGRC were resolved
- Grievances with UGRC are documented in detail
- Unable to access content (02 ticket):
  - Learner raised a query about being unable to watch live classes
  - We checked and helped the learner with the steps to watch classes
- Sign up for a new subscription (02 ticket):
  - Learner raised a query asking for a callback to enquire about subscription purchase
  - We checked and arranged a call to assist the learner
- Request for more tests/practice quiz (01 ticket):
  - A query was raised requesting for more tests to be made available
  - We checked and highlighted this to the relevant team and assisted the learner with the test's available on the platform
- Partner/tie-up with Unacademy (01 ticket):
  - A YouTube marketing partner raised a query regarding the delay in their payment
  - We checked and highlighted the issue with the partnerships team and the issue was resolved

All requests were addressed as per Unacademy's norms and standards



**THANK YOU**