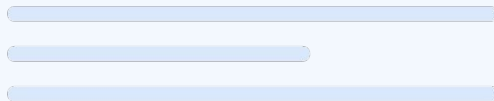




DEC 2022 Report

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.

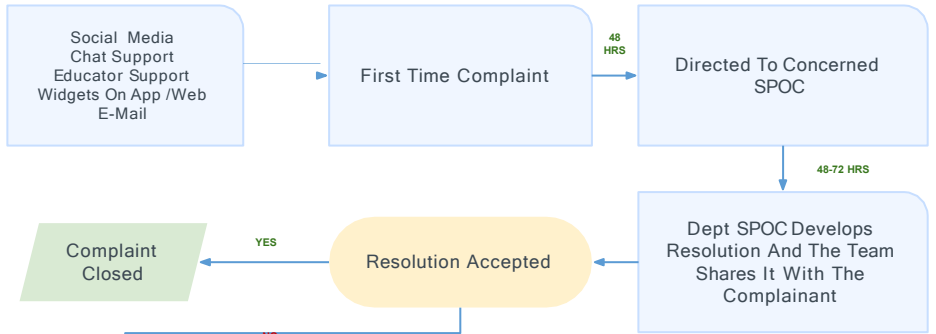
✓ REVIEW & IMPROVEMENT

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.

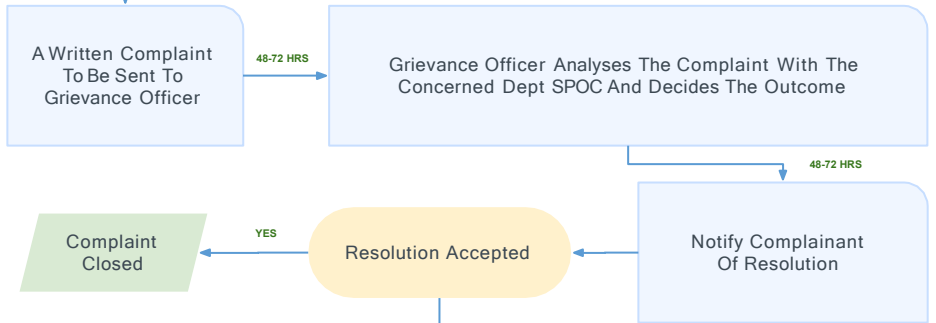


PROCESS

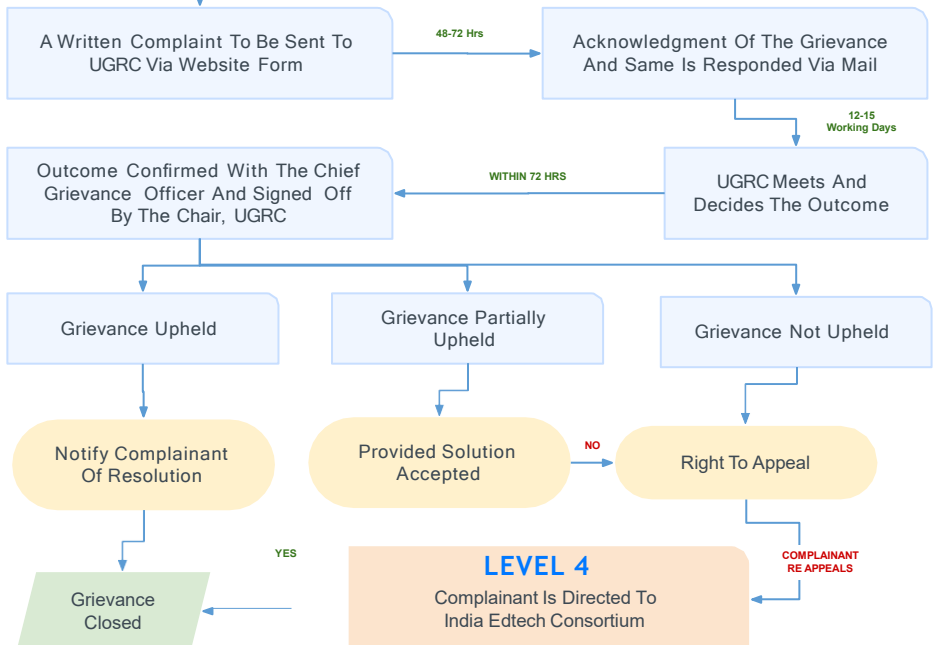
LEVEL 1



LEVEL 2



LEVEL 3



LEVEL 4

Complainant Is Directed To India Edtech Consortium



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)

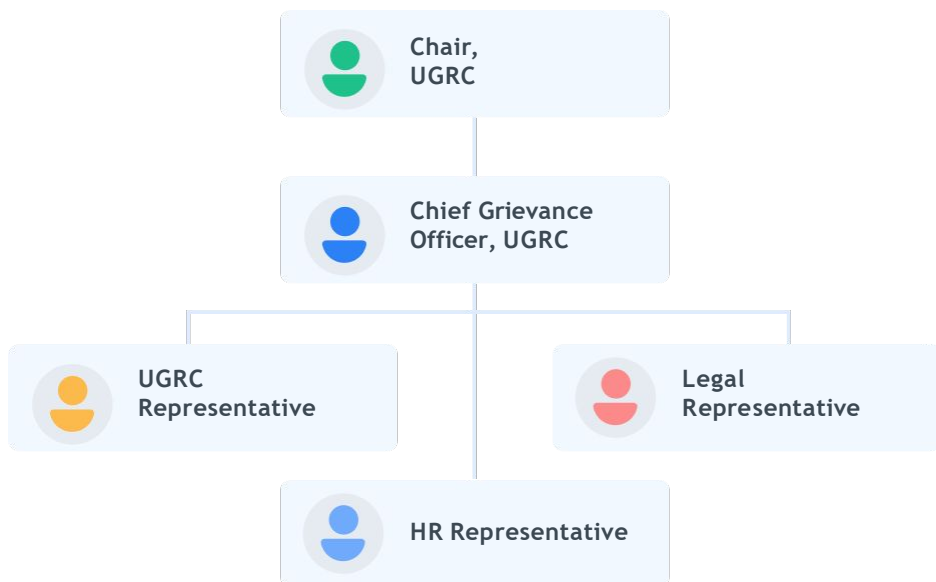
NOTE



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



December 2022 UGRC REPORT

COMPREHENSIVE CONSUMER GRIEVANCE STATISTICS - DEC 22

GRIEVANCE TICKET	DEC 22
Tickets Created	73
Tickets Resolved	65
Tickets Unresolved*	08
Resolution Hours	18 Hrs.23 Mins

*Eight tickets were awaiting a resolution as of December 31, 2022, all of which have been closed in January.

ROW LABELS	DEC 2022
Report a bug	14
Test prizes related	11
Content Request	9
Physical Notes	8
Payments & Refund related	7
Unable to login	7
Gibberish	5
General Query	4
Account Deletion request	2
Unable to access content	1
Promotions & Collaborations	1
Educator exit related	1
Watch minutes related	1
Educator rescheduling classes	1
Referral Issue	1



Grievance Escalated to the UGRC by	Learner	Educator	Other Stakeholder
Grievances Raised	13	00	00
Grievances Resolved	13	00	00
TOTAL	13	00	00

Key Highlights

- All thirteen grievances registered with UGRC were resolved
- Grievances with UGRC are documented in detail
- Request for free product/service (03 tickets):
 - Learner raised a request to get a free subscription extension
 - We checked and helped the learner as per the policy
- Account deletion request (02 tickets):
 - Learners raised a query asking to delete their accounts
 - We checked and assisted the learners with the same
- Unable to login (02 tickets):
 - Queries from learners seeking help to login to their accounts
 - We checked and assisted the learners with the login process
- Cancel/Refund subscription (02 tickets):
 - Learners raised a request to cancel/refund their subscriptions
 - We checked and addressed the queries as per the policy
- Payment Issues (01 ticket):
 - Learner raised a concern regarding subscription activation
 - We checked and helped the learner with the same
- Referral Issues (01 ticket):
 - Query from a learner regarding the referral policy and rewards
 - We checked and assisted the learner with the new policy details
- Unable to access content (01 ticket):
 - Learner raised a query regarding unable to access content
 - We checked and resolved the issue

- Doubts/analysis for test series (01 ticket):
 - Learner raised a query regarding analysis for test series
 - We checked and highlighted the issue to the team who assisted with the same

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



THANK YOU