

NPCI/IMPS/OC No 47 /2014-15

20 November 2014

To,

All Member Banks of Immediate Payment Service (IMPS)

Dear Sir/Madam,

Immediate Payment Service -Enhancing Customer Experience

1. **Beneficiary customer to contact the beneficiary Bank instead of Remitter Bank**
2. **Extension of SMS facility for the customers to inform beneficiary to contact the beneficiary bank in case funds have not been received by the beneficiary**

We have been constantly working to further enhance customer experience by reducing the transactions declines. In this connect; we would like to draw your attention to our earlier circular number NPCI/IMPS/OC No. 28/2013-14 dated October 14, 2013 under the subject "Processing of Beneficiary Timed out Transaction as deemed successful" (IMPS RC-08 / ISO RC-91).

The deemed successful transactions have been a great cause of concern for the ecosystem and the topic has found a consistent place in the IMPS Steering Committee meeting discussions. The timeout transactions for the month of October were 1% of the total 6.82 Million transactions on IMPS. This has resulted in customer dissonance while also impacting the product image adversely. In one of the recent Steering Committee meetings, where the issues around the response timeout to IMPS transactions were discussed in detail, it was deliberated as under:

- a) **Beneficiary Customer to get in touch with beneficiary bank** - The response timeout is considered where NPCI does not receive a message from the beneficiary bank. It was therefore, proposed that the beneficiary customers may be requested by the remitter to get in touch with their respective banks to check on the status of the transactions, if it was not originally available. For the deemed successful transactions where the monies are settled by IMPS in favour of the beneficiary bank, this enablement would help in faster resolution of customer query/complaints as the beneficiary bank would be in the best possible position to advise on the status of such transactions. The customer care centre of the bank can respond basis the details available.
- b) **SMS facility for the customers to contact the beneficiary bank in case the funds have not been received by the beneficiary:** For cases where the remitter complains about the funds not being credited to the beneficiary, it was also proposed that a mechanism of sending sms to the end customer be worked out. The sms content sent to the remitter should broadly state that the customer should inform the beneficiary to contact the beneficiary bank to check on the present status of the transaction.

Kindly acknowledge receipt of the communication and advice on the measures being taken by your bank in this regard.

Yours faithfully,

SD/-

Dilip Asbe
Chief Operating officer

सी-9, 8वीं मंजिल,
आरवीआई प्रिमायसेस,
बान्द्रा-कुर्ला कॉम्प्लेक्स,
बान्द्रा पूर्व,
मुंबई - 400 051

C-9, 8th Floor
RBI Premises
Bandra-Kurla Complex
Bandra East
Mumbai 400051

दूरभाष / Phone: 022 2657 3150
फैक्स / Fax: 022 2657 1001
ई-मेल / email: contact@npci.org.in
वेबसाइट / Website: www.npci.org.in

CIN : U74990MH2008NPL189067