



# Ashika Customer Care Policy

## Background:

This policy has been made on the fundamental belief of the Ashika Group that Customer is the King. For our organization to survive and grow, we need to cater to all the expectations of the customer to the best of our abilities.

## What is Customer Service?

Customer service involves understanding the problem of the customer, lending him a helping hand and answering to each and every query of the client.

- Understand the query of the customer patiently
- Answer him/her in the most timely manner
- The information given needs to be 100% correct
- The information needs to be conveyed in the easiest language to the understanding of the customer
- Maintain the confidentiality of data by verifying the details of the customer

At Ashika, the definition of customer service has been taken to the next level, where we intend to go beyond the general parameters of Customer Satisfaction and end up Delighting the Customer.

## How does Ashika go about servicing its customers?

Two major customers of Ashika are its clients and its partners. We have developed specific processes to answer to each and every query of both the clients and the associates.

## For Clients:

**Toll-free Service:** Ashika has a dedicated toll-free customer service number **1800-212-2525**. This is an IVR service where the customer can talk directly to the relevant department and resolve the problem in the quickest possible time.

**Online Customer Service Portal:** We believe that most of the general queries of the customer can be resolved instantaneously without any human interface. For this purpose, Ashika has developed an in-house online application whereby the customer can resolve most of his general queries by going online to this portal. This requires the client to feed in his/her client code with PAN number and then a host of reports can be accessed on real-time basis. This portal can be accessed at: [Online Customer Care](#)

**Client Communication:** Sticking to our belief of providing proactive information in the most lucid manner, Ashika Customer Communication team ensures that a whole host of information reaches to the customer from time to time in the shortest and clearest possible way.

## For Associates:

**Toll-free Service:** Ashika's toll-free customer service number 1800-212-2525 can also be accessed by its partners. This is an IVR service where the partner can talk directly to the relevant department and resolve the problem in the quickest possible time. There are certain dedicated menus only for the associates which solve their specific queries.

**Sahayak:** Sahayak is the associate's online window to the world of Ashika. This web-based module developed in-house by Ashika allows the partner to register all his queries/problems online. These get routed to the relevant departments who in turn resolve them online. The entire process gets tracked on a real-time basis to ensure fastest and best possible service in the most convenient manner for the partner. Sahayak also offers chatting facility whereby the partner can talk to his Risk Manager for limits and to the Research Analyst for stock tips in real-time live market scenario. There are many other modules in Sahayak which ensure that proactive support to the partners is given.

**RM Facility:** Each partner of Ashika has a dedicated Risk Manager who looks after the trade positions, limits and risk in each client of the franchisee. This person is constantly in touch with the associate and informs him proactively of any untoward market movement and its impact on the client as well as ensures that the franchisee does not fall in risk due to client's exposure.

## Important Details:

Customer Service Toll-free number: 1800-212-2525

Board line Number: 033-40102500

Email address: [customercare@ashikagroup.com](mailto:customercare@ashikagroup.com), [sahayak@ashikagroup.com](mailto:sahayak@ashikagroup.com)

Website address: [www.ashikagroup.com](http://www.ashikagroup.com)