

## COMPLAINTS POLICY

### **POLICY STATEMENT**

Brand Number 17 Limited has in place a robust complaints management process that ensures all customer complaints are dealt with quickly and effectively. We ensure we maintain the management and support resources to ensure that all complaints and queries can be satisfactorily resolved in all cases within a reasonable timeframe.

### **Reporting a Complaint**

Brand Number 17 Limited will provide an email address and telephone number to capture all complaints. These details are made available through the following methods:

- Emails sent prior to the service being provided, e.g. in the form of a quotation or order form
- On our contact page via our website
- Any additional client communications i.e. letters

Our aim is to operate an open and accountable service that enables all customers to contact us directly through a convenient method. Our helpdesk will process all complaints received, with customer service advisors subject to strict targets in terms of answering calls and acknowledging emails. All employees of Brand Number 17 Limited will be trained to engage courteously and professionally with all customers, as often with the right approach, complaints can be resolved effectively at this level without formalisation of the process. All employees and partners appointed to the scheme will be familiar with our Complaints Policy and Complaints Procedure, in order that it is implemented consistently.

### **Complaint Management**

Customers will also be supported in entering a formal complaints process where desired. Please see our Complaints Procedure for full details of the formal complaints process, which is available to read on our website.

As detailed within our Complaints Procedure, complaints will be categorised into Urgent and Non-Urgent complaints. What constitutes an Urgent or Non-Urgent complaint is dependent on the scale of business impact such as those from major clients or where there is a Health & Safety implication.

We aim to resolve all complaints as quickly as possible. We address each query on a case-by-case basis with the utmost care, consideration and importance.

### **Complaint Mitigation & Lessons Learnt**

We ensure all our employees and subcontractors have a robust understanding of customer care best practice, allowing them to mitigate complaints wherever possible through professional, knowledgeable and courteous communication. We consistently look to learn lessons from every complaint made, providing remedial training where necessary and/or putting in place additional control measures.

Our partners and suppliers all work in accordance with an SLA and scheme specific KPIs, which include complaint levels. Where complaints exceed this threshold, the partner/supplier becomes subject to an Improvement Plan and enhanced monitoring, until the underlying issues are addressed and resolved.



**Name:** Amy Mullin, Operations Manager

**Date:** 21<sup>st</sup> October 2022

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