

COMPLAINTS PROCEDURE

Brand Number 17 Limited operates a robust complaints management procedure that ensures all customer complaints are dealt with quickly and effectively. We maintain the management and support resources to ensure that all complaints and queries are satisfactorily resolved within a reasonable timeframe.

Overview of Complaints Management Process

Any complaint, issue or negative customer interaction must be logged by Brand Number 17 Limited and addressed as per the following six-step process:

Step One: Receipt & Classification

Step Two: Acknowledgment

Step Three: Investigation

Step Four: Resolution

Step Five: Confirmation

Step Six: Closure

Step One: Receipt & Classification

Ensure that all potential issues are captured and classified for escalation, review and action as required.

All complaints must be classified on receipt as either:

- **Priority One** – urgent complaints with potentially high business impact, such as those from major clients or where there is a Health & Safety implication. These should be communicated to the Operations Manager and resolved within three working days.
- **Priority Two** – non-urgent complaints with lower business impact, such as those from individual customers with no Health & Safety implications. These should be escalated to the Operations Manager and resolved within one to two working weeks.

Step Two: Acknowledgement

Ensure that every complaint receives a formal written acknowledgement, containing an expectation of when they will receive a response.

All complaints, regardless of priority, must be acknowledged with the complainant in writing (either via email or post) within 48 hours. A template response is included as an Appendix to this procedure.

Step Three: Investigation

Follow up all aspects of the complaint, both internal and external, to ensure that key facts are identified and clarified.

The complaint should be investigated fully by the allocated owner, with reference to the complainant and any other involved parties. All areas of interaction and communication should be established (who, what, where, when, why) and documented where possible.

The priority of the complaint will drive the timescale for the investigation: three working days for urgent complaints or up to two weeks for non-urgent complaints.

Step Four: Resolution

Ensure that the final resolution is clear and fair.

The results of the investigation will inform the proposed resolution, which should not prejudice Brand Number 17 Limited in any unnecessary legal or financial manner. The proposed action should be discussed and agreed with the appropriate authority within Brand Number 17 Limited where appropriate, and reviewed to ensure it is fair for both the company and the customer, before being enacted.

The review should include recognition and documentation of any underlying issues that have contributed to the complaint and recommendations for actions to prevent further occurrence.

Step Five: Confirmation

The customer should be informed of the resolution within the timescales promised.

The details of the findings and proposed resolution should be clearly explained (in written or verbal forms as appropriate). If this cannot be done on time, the customer should be contacted to explain the delay and provided with a revised timescale.

If the customer is not satisfied with the resolution, the complaint should be escalated to the next most senior manager or director for further review.

Step Six: Closure

The complaint should be reviewed on closure to enable resolution of underlying issues.

Once the customer is satisfied with the resolution, the complaint can be closed. On closure, it should be reviewed to ensure that any underlying issues have also been identified and addressed to prevent reoccurrence. Any learnings should be shared across the company.



Name: Amy Mullin, Operations Manager

Date: 21st October 2022

Review Date: 21st October 2023

APPENDIX ONE – ACKNOWLEDGEMENT TEMPLATE

Dear Insert Name

Thank you for taking the time to contact us with your complaint.

We are sorry that you have found it necessary to do this and apologise for any inconvenience this has caused you.

We will do everything we can to resolve your complaint promptly and fairly to your satisfaction.

We aim to respond to you within 7-14 days with a solution that we hope you will find suitable.

Should you need to contact us again regarding this matter, please quote your reference number when calling or emailing us. Your unique reference number is **Insert Reference Number**.

I look forward to reaching a suitable resolution to this matter and thank you again for taking your time to raise this with us. We view complaints as helpful feedback which is used to improve our service to you.

Yours sincerely,

Insert Name and Job Title

The logo for NUMBER17, featuring the word "NUMBER" in a bold, black, sans-serif font, followed by the number "17" in a larger, bold, orange font. A thin orange horizontal line is positioned below the word "NUMBER".