

COMPLAINT POLICY

PURPOSE

The purpose of this policy is to define the handling and processing of Clients complaints for negative or positive feedback.

SCOPE

This policy covers client's complaints in the form of inbound phone calls, outbound phone calls, e-mails, faxes and letters arriving at the premises of the company. This policy does not cover general client service requests regarding.

RESPONSIBILITIES

BUSINESS DEVELOPMENT

Responsible for listening to/reading client complaints, recording negative/positive client feedback on the Client Feedback Form (Appendix), and making every effort to resolve a complaint or take appropriate action on feedback.

SENIOR MANAGEMENT

Responsible for managing human and technical resources, Client information, authority, and training for Call Centre employees to resolve and record Client complaints quickly and courteously.

INTERNAL AUDIT

Must perform periodic reviews of Resolved and Unresolved Complaints to ensure this policy is in effect.

POLICY HEADING

The company must resolve client's complaints and respond to other feedback, in a timely and professional manner.

All the personnel involved in handling client's complaints or feedback should follow the complaint and feedback process to identify and eliminate causes of client's dissatisfaction and identify areas for improvement.

All the personnel involved in accepting client complaints will handle and resolve complaints swiftly and respond to other client feedback in a timely manner and will be:

- Encouraged to listen to the Client and accept their input to improve Client satisfaction, products, services and processes
- Empowered to resolve Client complaints swiftly and to the Client's satisfaction
- Empowered with the necessary authority and information and tools to resolve complaints at the first contact
- Encouraged to log and analyse complaints and other Client feedback, to identify, correct, and prevent root causes of Client dissatisfaction
- Held accountable to the specific targets for responding to Client feedback by phone, mail, email, fax and other interactions with company personnel.

Senior Management will define the strategy for encouraging complaints, suggestions, praise and other Client feedback by providing methods of contact (toll free numbers, web site URLs, mailing addresses) clear and available on the following:

- Products
- Manuals, and other deliverables
- Brochures
- Follow-up or post-sales surveys and letters

Product and other service updates will be communicated to Business Development, Customer Service Unit and Back Office Department, by the appropriate departments to keep client facing personnel up to date with the internal development.

The indicated departments above will use the Client Complaint Feedback Form to record complaints and client feedback. All feedback will be logged into the Client complaint database according to defined categories and subcategories for the purposes of compiling information and distributing complaint reports.

Business Development will promote and encourage positive client interactions, even when clients are lodging a complaint. The departments indicated above will be equipped to the following:

- Deal with angry or upset clients without becoming angry, abusive, or taking complaints personally
- Have the product knowledge and readily accessible information to answer basic questions and resolve basic use issues
- Resolve the complaint during first contact 90 per cent of the time

- Resolve all complaints within 2 business days
- Properly record complaints on the Client Complaint Form (external) and Client Compliant Form for internal use only (Appendix)
- Properly enter complaint information to the client profile within the system of the company.

Senior Management will conduct regular training sessions or regularly communicate important information to individuals involved in accepting Client complaints in order to effectively resolve complaints and provide Client service including:

- Most common current complaints and their resolution
- Known product/service defects and problems causing complaints and approved method of resolution
- Sales and Marketing promotions

Individuals involved in accepting client complaints will be tasked with the responsibility of satisfying clients and quickly resolving complaints – according to clear, measurable, achievable targets.

A client complaint/feedback survey will collect information on levels of client satisfaction after contacting the company with a complaint.

Client service reports including call complaint handling and Customer Service Unit performance will be generated regular (e.g., weekly, monthly) to track performance against the defined annual goals and distributed to the department.