

**SUBJECT:** CUSTOMER COMPLAINTS HANDLING  
**SCOPE:** Process for recording, tracking and resolving customer complaints.  
**RESPONSIBILITY:** Quality Manager (Director of Corporate Services & International Trade)

## Customer Complaints Policy

### 1.0 Purpose and Definition

We are committed to continuous improvement and treating all stakeholders—including our customers—with respect, transparency, and fairness.

A **complaint** is defined as any expression of dissatisfaction related to our products, services, conduct, or the impact of our operations. We view complaints as valuable feedback that enables us to improve and deepen trust with our stakeholders.

### 2.0 Logging and Tracking Complaints

All complaints, regardless of how they are received (email, phone, letter, in person, social media), must be recorded and handled promptly, consistently, and respectfully.

- The staff member who receives the complaint must either log the complaint in **Dynamics CRM** or immediately notify the **Quality Executive or Quality Manager** to ensure proper tracking.

### 3.0 Assignment and Ownership

The **Quality Manager or Executive** will assign the complaint to the most appropriate **Complaint Owner**—someone with the authority, knowledge, and responsibility to investigate and resolve the issue.

The assigned Complaint Owner will ensure the matter is handled with **empathy, timeliness, and a commitment to fair resolution**.

### 4.0 Acknowledgement and Initial Response (Within 3 Working Days)

An initial written response must be sent to the complainant **within 3 working days**. The Quality Executive or complaint owner will:

- Provide a **proposed resolution** or actions already taken, or
- Offer a **formal acknowledgement** if more time is needed, including a clear timeline and next steps.

In some instances, where deemed appropriate, an email acknowledgement may be sent straight away, for example, if the complaint is deemed serious, from a key account, or where the complaint is broadcast on social networking sites etc.

All updates must be recorded in Dynamics.

### 5.0 Investigation and Follow-Up (Within 5 Further Working Days)

Within a further **5 working days**, the Complaint Owner must:

- Conduct an investigation

- Take reasonable and proportionate actions to resolve the issue
- Report findings and outcomes to the Quality Department

## 6.0 Final Resolution and Closure (Within 8 Working Days)

By **Day 8**, a final written response must be provided to the complainant, detailing the outcome and actions taken.

- All communications should be logged in Dynamics with clear references.
- Where appropriate, we will include offers of redress or service recovery in line with our values of fairness and accountability.

## 7.0 Monitoring and Quality Oversight

The Quality Department will:

- Complete the final section of the **Complaint Resolution Form**
- Ensure compliance with process timelines
- Identify trends or recurring issues for **preventive action**

## 8.0 Appeals Process

We value every customer's right to challenge an outcome if they feel their concern was not properly resolved. The appeals process is:

1. The complainant submits a written appeal to the **Quality Manager** within **20 working days**, outlining their concerns and reasons.
2. The Quality Manager escalates the appeal to the **Management Team** for independent review.
3. A written decision is provided. This outcome is considered final.

All appeals are logged in Dynamics. If no appeal is received by the deadline, the complaint is formally closed.

## 9.0 Analysis and Continuous Improvement

The **Quality Manager** will submit a report on all received complaints to the **Management Team** during the Quality Management Review Meeting. This report includes:

- Nature and volume of complaints
- Resolution timelines and outcomes
- Systemic issues or process failures
- Recommended corrective or preventive actions

We are committed to **learning from every complaint** and improving our services, processes, and culture accordingly.

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