

Complaints Procedure

Monitoring Complaints

Reviews on Facebook, Googlemybusiness and TripAdvisor should be checked regularly. It is the responsibility of the Office Manager to coordinate this.

Any complaints must be passed to the Sales & Marketing Manager to review

Responding to Complaints

The Sales and Marketing Manager is responsible for dealing with complaints and when required, will need to work alongside the Functions Manager if the reason for complaint stemmed from a function. **Please do not attempt to address the complaint yourself.**

1. If a complaint is sent **via email** - please send the below response (if a Manager is not available to address the issue straight away) and forward it straight to the Management Team to deal with accordingly.

“Hi [name]

Thank you so much for getting in touch and voicing your concerns. We appreciate the time it has taken for you to outline your concerns to us and please rest assured that we take any sort of complaint very seriously.

Please find attached our complaints procedure ([attach document](#))

Our Sales and Marketing Manager, Cath, is responsible for addressing complaints and unfortunately is out of the office at the moment. However, she will get in touch with you as soon as she is back to discuss this further with yourselves.

Warmest wishes,”

2. If a complaint is raised over the **phone**:
 - Be sympathetic and make it clear that you are listening, without agreeing/disagreeing with what the customer is saying.
 - “I’m really sorry to hear that”
 - “I understand your frustration” NOT “I’d be annoyed too”
 - Make as detailed notes as possible about what the issue is regarding.

- Explain that you will be passing the issue over to your Manager who will be back in touch within the next few days to discuss the issue further.
 - Send the notes that you have made over to the Sales and Marketing Manager and any other relevant members of the Management Team so that it can be dealt with appropriately.
3. If a complaint is raised **via review forum**:
- If the reviewer has just left a bad rating with no comment, politely ask them to email info@thewellbeingfarm.co.uk with details of their complaint.
 - If the reviewer has left a comment detailing the issue - please pass this over to the Sales and Marketing Manager to address.
4. If a complaint is raised during an event:
- If a junior staff member - apologise to the customer and get the basic information as to why the customer is making a complaint. Then explain that you are going to go and get a senior member of staff.
 - Senior staff members should reiterate the apology and ask for more details of the complaint. Explain that we take complaints very seriously and ask if they would like to fill in a complaint form - which can be found on the W drive - <https://drive.google.com/drive/u/0/folders/14A7X-07C5cer9DMkpUCTYX4H7njsUYk1>.

If there is a meeting

Complaints should, whenever possible, be addressed via email so that there is evidence of what has been agreed. Where the complaint has escalated to the point where a meeting face-to-face would be more beneficial, please do the following:

- The Manager dealing with the complaint should arrange a meeting at a time where another member of staff can be present to make notes.
- The fact that notes are being made should be highlighted at the start of the meeting, so that the customer is aware of this.
- These notes (including the outcome of the meeting i.e what has been agreed) should then be written up in an email to the client so that both parties have written confirmation as to what has been discussed and agreed.

- If the meeting is held over zoom then the meeting should be recorded. The clients should always be told that the meeting is being recorded and asked if they are ok with this

Unresolved Issues

- Unresolved issues should be noted and added to the Complaints Tracker spreadsheet which can be found on the W: Drive - <https://drive.google.com/drive/u/0/folders/14A7X-07C5cer9DMkpUCTYX4H7njsUYk1>.
- The Managing Director should be notified of the complaint and given the details in an email by the Sales and Marketing Manager.
- The Sales and Marketing Manager should then carry out an investigation to see how the incident that drew the complaint has occurred, and come up with a plan to fix it and feed this back to the rest of the Management Team.
- We must be in the process of resolving an issue within the time limits set out in our customer complaints procedure
- Once the issue is resolved, mark it as so on the Complaints Tracker spreadsheet.
- Another reply should be posted to the original complaint, making it clear that we have now fixed the problem.

Our Complaints procedure

Clients can make your complaint by phone, by email or in writing.

We have a two-stage service complaints process. We will always try to deal with complaints quickly. If it is clear that the matter will need a detailed investigation, we will tell the client and keep them updated on our progress.

Stage one: early resolution (SALES & MARKETING MANAGER)

We will always try to resolve their complaint quickly, within **five working days** if we can. In exceptional circumstances we may extend this by up to five working days. If they are unhappy with our response, they can ask us to consider their complaint at stage two

Stage two: investigation (SALES & MARKETING MANAGER TO PUT TOGETHER INVESTIGATIONS AND COME TO A SOLUTION WITH THE MANAGING DIRECTOR)

We will look at their complaint at this stage if they are dissatisfied with our response at stage one. We also look at some complaints immediately at this stage if it is clear that they are

complex, need detailed investigation, or it is otherwise appropriate to do so. We will acknowledge their complaint within three working days. We will give them our decision as soon as possible. This will be after no more than **20 working days** unless this is not possible. In such circumstances we will advise them and keep them updated on our progress.

The Independent Customer Complaints Ombudsman

If, after receiving our final decision on their service complaint, they remain unhappy with our response or the way we have handled your complaint, they can ask the Independent Ombudsman to review it for you. [Ombudsman Services: Here to Help You Resolve Your Complaint | Ombudsman Services \(ombudsman-services.org\)](https://ombudsman-services.org)

Notes to remember

Listen carefully to what the customer has to say, and let them finish. Don't get defensive. The customer is not attacking you personally; he or she has a problem and is upset. Repeat back what you are hearing to show that you have listened.

Ask questions in a caring and concerned manner.

The more information you can get from the customer, the better you will understand his or her perspective. I've learned it's easier to ask questions than to jump to conclusions.

Put yourself in their shoes.

As a business owner, your goal is to solve the problem, not argue. The customer needs to feel like you're on his or her side and that you empathize with the situation.

Apologize without blaming.

When a customer senses that you are sincerely sorry, it usually diffuses the situation. Don't blame another person or department. Just say, "I'm sorry about that."

Ask the customer, "What would be an acceptable solution to you?"

Whether or not the customer knows what a good solution would be, I've found it's best to propose one or more solutions to alleviate his or her pain. Become a partner with the customer in solving the problem.

Solve the problem, or find someone who can solve it— quickly!

Research indicates that customers prefer the person they are speaking with to instantly solve their problem. When complaints are moved up the chain of command, they become more expensive to handle and only add to the customer's frustration.