

Customer Complaints Policy and Procedure

Definition

A complaint is where a customer has not been satisfied with the product / service they have received.

The purpose, aims and objectives of a Customer complaints procedure

Our customer complaints procedure is a systematic method used for receiving, recording and responding to complaints made by company external customers, ensuring that complaints are responded to promptly, efficiently, courteously and learnt from.

Customer Complaints procedure ensures that the valuable management information which is generated from customer feedback is used in a positive way to improve the effectiveness of the organization.

Our policy is:

- To provide a fair complaints procedure which is clear and easy to use for any customer wishing to make a complaint
- To make sure all complaints are investigated fairly and in a timely way

Handling complaints effectively

- ✓ Demonstrates commitment to the company customers and demonstrate an importance of their views
- ✓ Provides an opportunity for customers to express their dissatisfaction with the company product / services, policies or decisions
- ✓ Helps improve communication between the company and its customers
- ✓ Offers assurance that a consistent approach will be followed when responding to complaints and that customers will be informed of the progress and outcome of their complaints
- ✓ Demonstrates commitment to providing the best possible products and service
- ✓ Helps to find out about things that have gone wrong so improvements can be made
- ✓ Helps to prevent the same or similar issues in future

How complaints are made

1. Receiving a complaint

- a. Written complaints may be sent to Applied Power Engineering Ltd at the company registered address (please see <http://www.apeltd.com/contact>) or by e-mail at info@apeltd.com , and acknowledged within a couple of working days if a full response cannot be given straightaway.
- b. Verbal complaints may be made by phone to 01709 711 084 or in person to a member of any senior staff at APE office or to a senior Engineer at the site address.

2. Processing a complaint

A received complaint is forwarded by admin team to the appropriate person (a line manager, project manager or a director) if received in a written form. If received verbally, the following details are recorded: complainant's name, company and telephone number, complaint facts; informing the customer what will happen next and when they will be contacted.

3. Resolving a complaint

The complaint should be investigated and resolved swiftly wherever possible, and a report sent to Directors. Appropriate actions should be taken to avoid a similar or same problem in the future. The company policy is to respond within 5 working days, although complex complaints may take longer. Keep the customer informed about progress regularly (i.e. a progress report should be sent), and advising of the outcome of the investigation on its completion, including any action taken as a result of the complaint.

4. Further action

When a customer remains dissatisfied, the complaint can be referred to a Director for further investigation who will review the appropriateness of previous responses and determine whether any further action is required. A letter / email will be sent from the Director to the customer giving details of any action to be taken (if appropriate) or confirming the original decisions.

Confidentiality

Customer complaints are treated confidentially and fairly. All complaint information is handled sensitively, following any relevant data protection requirements.

Monitoring and Learning from Complaints

Complaints are reviewed annually to identify any areas which may indicate a need for taking a further action.

Responsibility

Overall responsibility for this policy and its implementation lies with the Managing Director.