



4Cs Feedback Procedure

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Scope

This policy outlines our process to manage feedback received from customers, made to or about us regarding our products, services, staff, and complaint handling.

Purpose

The purpose is to ensure that Key Training handles feedback and complaints fairly, efficiently, and effectively. The company's objective is to ensure that its procedure is properly and effectively implemented, and that individuals feel confident that their feedback is listened to and acted upon promptly and equitably.

Our feedback management system aims to:

- Allow us to respond to questions and feedback raised by people who make complaints in a timely and cost-effective manner.
- Increase customer confidence in us and our processes.
- Provide information that we can use to improve the quality of our products, services, personnel, and complaint handling.
- Ensure that all feedback, whether positive or negative, is considered and responded to in a prompt and courteous manner.

This will ensure that Key Training provides quality services and are responsive to customer needs. Key Training welcomes all feedback and looks upon this as an opportunity to learn, adapt, improve, and provide better services to our clients.

Compliments, Concerns, Comments and Complaints

The 4Cs will ensure that both positive and negative feedback is responded to and dealt with in the appropriate manner

Feedback is logged via the 4Cs feedback form. This is an online form which consists of a selection of questions for each 'C' and can be accessed via the Key Training website and the link within Key Training colleagues' email signatures. The 4Cs online feedback form can be found at the following link: [4Cs feedback form](#)

What is a compliment?

A compliment is an expression of satisfaction with our service or service delivery. It is about highlighting positive feedback specifically about a product/service offered by Key Training, or our colleagues, or the action taken regarding operations, facilities or services provided by Key Training or by a person or body acting on behalf of Key Training.

Compliments may be received by Key Training by telephone, email, social media, post, in person, or via the online feedback form.

What is a concern?

A concern is an issue(s) that someone has about the product/services offered by Key Training, or our colleagues, or the action or lack of action taken regarding operations, facilities or services provided by Key Training or by a person or body acting on behalf of Key Training that could impact their experience and has the potential to escalate to a complaint.

What is a comment?

A comment is general feedback or improvement suggestions about the products/services offered by Key Training, or our colleagues, or the action or lack of action taken regarding operations, facilities or services provided by Key Training or by a person or body acting on behalf of Key Training. General feedback can be either positive or negative. A comment or suggestion can come from anyone, regarding an idea for service introduction or improvement, a new working practice or changes to our current offer.

What is a complaint?

A complaint is an expression of dissatisfaction about the product/services offered by Key Training, or our colleagues, or the action or lack of action taken regarding operations, facilities or services provided by Key Training or by a person or body acting on behalf of Key Training.

Any feedback received will be directed to the appropriate manager, with acknowledgement sent to the customer within 48 hours of receipt. The appropriate manager will then be in contact to discuss feedback, if required.

We aim for all complaints and investigations into feedback, to be concluded within 5 working days and an action plan agreed.

Escalation of a complaint

If the action plan proposed by the manager is not accepted, the complaint must be escalated to the appropriate Director. The Director will suggest an action plan to resolve the complaint with the parties involved. If this is accepted, the Director updates the feedback log with all actions taken and the details of the resolution.

Unresolved complaints

If the problem cannot be resolved amicably or the complainant requests a formal investigation, their complaint will be escalated to the Key Training Chairman, Andrew Dunsire.

If the complaint cannot be resolved internally then the customer can request further investigation with the ESFA by emailing complaints.ESFA@education.gov.uk.

The Complaints Process





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