



# **4Cs Feedback and Complaints Procedure**

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## Document History

Version	Issue Date	Owner	Revision Notes	Next review date (annual review)
1	15.07.2021	R Taylor	First version	15.07.2022
2	14.10.2021	Vicky Harold	Review of complaints section	14.10.2022

This document is issued, controlled, and can only be modified after proposed modifications have been accepted by the Operations Director and have been accepted by the Company Directors.

The latest version will be maintained on the company central storage area (Intranet).

## Scope

This policy outlines our process to manage feedback received from both internal and external 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.

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 that could impact their overall experience that has not happened yet, but you are concerned may pose a problem in the near future if not addressed.

## What is a comment?

A comment is general feedback or improvement suggestions about the products/services offered by Key Training, or our colleagues. 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.

A formal complaint means a complaint that has not successfully been resolved through the complaint management process as outlined in this policy. The complainant has chosen to formalise their complaint by putting their complaint in writing to Key Training, via the online feedback form.

An informal complaint means a complaint that has been received by Key Training, by telephone, email, social media, post or in person, which has not been sent by the complainant via our feedback form.

To ensure we can learn from complaint raised, the following data will be collected on our feedback log:

- Name
- Nature of the complaint and colleagues involved
- Date of complaint
- Action(s) taken/recommendations made in response to the complaint, if appropriate

## Verbal feedback and informal complaints

When a complaint is received by a Key Training colleague, every effort should be made to resolve this immediately wherever possible and within limits of authority. This should also be logged via the 4Cs feedback form for monitoring and record keeping on the day that the complaint is received.

When a complaint is received via the online feedback form, the Retention Team will send the information to the appropriate manager and update the feedback log within 24 hours.

If the complaint was resolved by the colleague with whom the complaint was raised, this should be noted to confirm that no further action is needed but the manager will still be made aware and will be able to review whether they feel further communication with the complainant is necessary. The manager will update the feedback log to confirm they are satisfied the complaint has been dealt with or what further action they will take.

## Written Feedback and Complaints

When feedback is received in writing via a different medium than the feedback form, it must be forwarded to the appropriate manager within 48 hours/2 working days. A copy of this procedure must be given to the customer and agree realistic expectations and the time it will take to resolve.

If the written feedback is received via the online 4Cs feedback form directly from the customer, the Retention Team will direct it to the appropriate manager within 24 hours/1 working day.

Immediately on receipt of a complaint, Key Training should launch an investigation and, within 5 working days, should be able to provide a full explanation to the complainant, either in writing or by arranging a meeting. If necessary, further clarification should be sought from the customer at the earliest opportunity to allow the investigation to be conducted promptly. Following this investigation, the manager will suggest an action plan to resolve the complaint with the parties involved. If this is accepted, the manager updates the feedback log with all actions taken and the details of the resolution, keeping it as simple and accurate as possible.

If a complaint has not been made by the customer but on their behalf, the customer's consent, preferably in writing, must be obtained in advance from the customer.

If the complaint raises potentially serious concerns, the complaint should be sent to the appropriate Director immediately.

If the issues are too complex for investigation to be concluded within 5 working days, the complainant should be informed of any delays. Maintain communication and provide updates to make sure the complainant knows the investigation is still underway.

The complainant should be given a detailed explanation of the outcome of the investigation. This communication gives Key Training the opportunity to show the complainant that the complaint has been taken seriously and has been thoroughly investigated. All outcomes must be logged in the feedback log for review and consideration towards quality improvement.

## **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](mailto:complaints.ESFA@education.gov.uk).

# The Complaints Process



Signed: 



**THE KEY TO SUCCESS**