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1. SCOPE

All feedback both positive and negative on Accendo Coaching and Training in whatever form it reaches the company.

2. PURPOSE

To ensure that all customer feedback is identified, recorded and addressed in a consistent manner and that there is clear communication with customers. By following best practice Accendo Coaching shall establish the route cause of issues and ensure effective corrective action is implemented, contributing to continual improvement of the Quality Management System (QMS).

3. RESPONSIBILITIES

The Owner of Accendo Coaching shall ensure this procedure is followed, that any complaints are given priority status. They shall ensure actions taken are appropriate to the magnitude and impact of the complaint and prevent any reoccurrence.

4. PROCEDURE: GENERAL

4.1. Gaining Customer Feedback

- 4.1.1. Feedback shall be proactively requested from customers through invites to leave recommendations through the website, google and social media.
- 4.1.2. A Course Appraisal Form ACT_FRM003 shall be presented at the end of every training session and received back to the tutor at the same time.
- 4.1.3. ACT_FRM003 has standard questions that can be answered by the customer through ticking against multiple choice options. The answers have been quantified to aid effective evaluation and focus around their customer experience and value of the training provided.
- 4.1.4. In addition to the process detailed in 4.1.2, where multiple attendees are from the same company, the main company contact shall also be asked to provide feedback of their customer experience of working with Accendo Coaching.

4.1.5. Any verbal feedback received will be confirmed back to the customer in an email and provided as evidence to the owner for recording and evaluation and used to improve the QMS.

4.2. Customer Complaints Handling

- 4.2.1. If a customer complaint is received it must be sent immediately to the owner.
- 4.2.2. The complaint shall be recorded in ACT_REG004 Customer Complaints Register and a Complaint No shall be generated and a note added to the CRM against that customer.
- 4.2.3. An ACT_FRM006 Customer Complaint Report shall be raised and sections 1 and 2 completed immediately with the key information of the complaint.
- 4.2.4. The client shall be contacted and the complaint acknowledged by phone, where possible the same day, but no longer than 2 working days. During the phone call any additional information or client concerns should be ascertained. The customer shall be assured that their complaint is being taken seriously and will be thoroughly investigated. They shall also be given a timescale in which Accendo Coaching shall respond and update them. If investigations will take longer than a working week, agree weekly updates with the customer.
- 4.2.5. When investigating a complaint, a nonconformance number may also need to be raised using ACT_REG003 Nonconformance Register and ACT_FRM005 Nonconformance Report. Staff may be interviewed and tools such as brainstorming, fishbone analysis and 5 Why's may be used to establish the root cause and corrective action.
- 4.2.6. The customer must be kept informed of progress, findings and corrective action within the time periods agreed.
- 4.2.7. If it is not possible to resolve the initial complaint fully, a concession to the customer may be agreed. This shall only be undertaken after agreement with the customer.
- 4.2.8. It is vital that any corrective action is effective against the risk of any recurrence.
- 4.2.9. Customer Complaint Report ACT_FRM006 cannot be signed off until both the customer and the company are happy that the matter has been addressed appropriately and deem the matter closed.

4.3. Review and Evaluation

- 4.3.1. Relevant information on actions resulting from this Procedure shall be evaluated and reviewed by the owner and any potential additional improvements that may be identified considered.
- 4.3.2. All records shall be held electronically.

5. QMS DOCUMENTS FOR THIS PROCEDURE

All documents referred to in this procedure are classed as being QMS documents.

ACT_FRM003 Course Appraisal Form

ACT_PRO001 ~ CUSTOMER FEEDBACK POLICY AND PROCEDURE
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	ACT_FRM005	Nonconformance Report
ACT_FRM006		Customer Complaint Report
ACT_REG003		Nonconformance Register
ACT_REG004		Customer Complaints Register