

Customer Feedback Policy & Procedure

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1. Introduction

BucksVision is committed to providing the best possible service to our members. Crucial to this is ensuring that members can feedback on the service they receive and that we respond in a helpful and flexible way to members' needs. Feedback is welcomed to help improve our services and standards.

- The handling of member feedback (complaints, compliments and comments) has a direct bearing on the public image of BucksVision and its Board of Trustees.
- All member feedback will receive an acknowledgment within five working days, usually sooner, at point of receipt.
- Complainants will be dealt with promptly, constructively and with empathy; it is important that every complainant should feel that their complaint has been dealt with appropriately, with courtesy, fairness and respect.
- We can accept feedback in any format, whether that is over the telephone, by email, social media or by letter. All feedback will be acknowledged with a clear indication of what action will be taken.
- Comments, complaints and compliments are reported to BucksVision's Board of Trustees as a standing agenda item.

2. Purpose

The purpose of this document is to set out the procedure on how feedback relating to BucksVision's business activity (e.g., services, events, fundraising), should be dealt with by staff, in order to reflect the objective of improving the services offered to members.

3. Scope

This policy applies to BucksVision. All workers (staff and volunteers) are responsible for enacting the policy and procedures outlined.

4. Review

This policy is due for review every 2 years or earlier following any relevant legislative changes.

5. Definitions and Feedback channels

Comment – A suggestion or thought about a product, service or experience, perhaps an improvement that could be made.

Compliment – A positive review of a product, service or experience had with BucksVision

Complaint – An expression (oral or written) of dissatisfaction of a product, service or experience requiring a response.

We welcome comments, compliments and complaints about the quality and nature of member experience with BucksVision. It is important to ensure that feedback is referred to the relevant staff member as soon as possible, to avoid delay in responding to the member. Sometimes we may receive comments from members which may be positive or negative but don't require a response. This is member feedback which should be acknowledged as a minimum.

Feedback can be directed: can direct their feedback:

- Via telephone on 01296 487 556.
- By email to reception@bucksvision.co.uk or fundraising@bucksvision.co.uk
- Via social media such as [Facebook](#) and [Twitter](#).

We are committed to communicating with our members in ways they find accessible.

6. Handling positive feedback

Compliments and comments will be shared with the staff and volunteers who delivered the service to ensure continued quality service standards and to contribute to future developments that meet member needs.

The recording of positive feedback is important so that it can be shared, celebrated and rewarded through staff recognition. Staff and volunteers are required to always follow BucksVision's **Data Protection Policy** and should anonymise member details accordingly when sharing positive feedback.

7. Handling complaints

Resolving complaints as close as possible to the point of service delivery means we can deal with them quickly. Where possible, we will deal with and correct any errors as soon as possible, and apologise quickly for any error and their impact to the member. This encourages members to keep using our services and helps us to learn lessons and improve our services. In responding to complaints, we will comply with all specific regulatory requirements that apply to specific services.

We will assure our members that if they tell us something is wrong we will:

- Aim to resolve any complaint as soon as possible and within the time frames set out in this policy.

- Explain our complaints process in plain English or in a language of the member's choice (where possible/ appropriate/subject to regulatory requirements).
- Tell the right people in the organisation and keep a copy of the member feedback so that improvements can be made where they need to be.
- Inform members what action has been taken and progress made.

If the member prefers a more 'informal approach' at stage one, such as a phone call or brief discussion, we will do this.

Those dealing with complaint are responsible for ensuring that any decisions and outcomes are also passed on to staff as well as members. They are also responsible for keeping accurate records of all feedback received and actions taken, reviewing these regularly to identify trends to drive improvements, and reporting them centrally for oversight and governance purposes.

8. Complaints procedure

There are three stages. Deviation from the usual procedure should be explained and agreed with both the member and the Chief Executive. It is advisable that a complaint is handled by one individual within each stage so that the member has one point of contact.

8.1. Stage One

A Stage One complaint is usually handled via the staff member who takes the complaint, where it will be resolved or routed to the most appropriate place. At this stage staff should follow the following steps:

- Acknowledge a complaint within one working day of receipt.
- Assess the nature of the issue.
- Consider if the complaint is a safeguarding issue - if so, take action using the appropriate Adult or Child Safeguarding Policy which takes precedence, and the complaint, if separate, automatically moves to Stage Two.
- Consider if the complaint risks prompting a dispute with a material impact to BucksVision – if so, it must be reported to Chief Executive.
- Ask the member what outcome they would like to achieve.
- Respond sensitively to the complainant and, if possible, resolve the complaint straight away.
- Follow up in writing when appropriate.
- If the complaint cannot be dealt with immediately, explain to the member what process we will take and when it will be resolved. Where information

is required from another staff member, they are obliged to provide this to the best of their knowledge within the expectations set with the member (usually two working days).

All complaints, resolutions and referrals must be logged, regardless of timeframes, to provide data for improvement. Specific feedback on individual staff / volunteers will be directed to the individuals via their line manager, with any appropriate action taken in line with HR policies.

If a complaint cannot be resolved at Stage One, or if the complainant is dissatisfied with our response, it should be referred to Stage Two.

8.2. Stage Two

A Stage Two complaint is dealt with by the Operations Manager, or an appropriate nominee. If the Operations Manager has already been involved in the matter, the Chief Executive will manage the complaint.

A complaint should be escalated to Stage Two when any of the following occur:

- The complaint raised is complex, serious, high-risk or a high-profile issue, requiring detailed investigation
- The member does not want to take part in the frontline resolution process or it was tried but the member remains dissatisfied
- The complaint is about the individual who dealt with the first stage
- There is a safeguarding concern, in which case the Safeguarding Policy takes precedence.

A full investigation and resolution will be sought within 20 working days, with written outcome (s) to the complainant. The outcome will be communicated to relevant staff and volunteers so that any recommended action can be taken to address the member's concerns.

8.3. Stage Three

If the member remains dissatisfied with the resolution at Stage Two, he or she can ask for a review within three months of the notification of outcome of Stage Two.

- It will be the responsibility of the Chief Executive (or one of the Board of Trustees) to handle the final stage review and ensure a suitable and appropriate process for the review is agreed with the member and followed.

All investigations should take place, be documented and resolved within 20 working days. The decision as to whether to uphold, partially uphold or not uphold the outcomes from the previous investigation of the complaint (and any further actions required) will be communicated by the Chief Executive/ Trustee

and confirmed in writing to the complainant. Relevant staff/ volunteers will be informed of the outcome for service improvement.

8.4. Appeals, post Stage Three

If the member remains dissatisfied with the outcome of the complaint or the way in which it was handled, then they have the right to contact the external regulator, being the Charity Commission (England and Wales). Where the complaint is fundraising related the member has the right to contact the Fundraising Regulator.

Details of complaints that remain unresolved after Stage 3 of the process will be provided to the Board of Trustees.

Any complaint made about the Chief Executive will be reviewed by the Chair or a Trustee appointed by the Chair.

9. Inappropriate feedback

BucksVision takes intimidating or threatening behaviour against its staff and volunteers seriously and does not tolerate inappropriate behaviour towards its staff, volunteers or any associated workers. Any worker who is subject to harassment, intimidation or threatening behaviour from a member or complainant should inform their line manager immediately and comprehensive records of the interaction(s) should be kept.

10. Policy review and version control

This policy and procedure will be reviewed at least once every two years. Changes to legislation will be incorporated into the policy as they are made. The Chief Executive is responsible for reviewing the policy and procedure and will seek guidance as necessary.

Version	Date	Author(s)	Changes
1.1	April 2023	Steve Naylor	Minor edits
1.1	May 2022	Steve Naylor	Revised to reflect BV becoming independent of RNIB
1.0	May 2020	Jamie Dormandy , Head of Advice and Customer Service, RNIB	Policy created

End of document