

## Customer Feedback Scrutiny Action Plan for the Complaints Process March - May 2022

Recommendation	Management response and actions	Owner	Measures and outcomes (include VFM)	Actions target date	Date complete	Assurance group comments
All leaflets and booklets to be reprinted with an issue date. Some people do not have the internet and would not know if old documents are out of date. These could then be issued to customers who request them.	Before actioning this I think that it would be important to understand how many people actually complain using the booklets. Having spoken to CST they rarely send them out and when customers call to say they would like to make a complaint but don't have access to the internet, they fill the form out on the website for them.	ST	<ul style="list-style-type: none"> <li>For a review of this to take place when policies and documents are updated.</li> <li>Article in the Be Mag on the review of the documents and where to get them apart from online.</li> </ul>			CAG agree with the recommendation and comments from ST, appreciating that some people have become more digital and some do get support from customer services to fill out the form online.
It is felt stage 2 has a more personal approach with direct contact with the complainant At Stage 1 this approach should also be used so before starting any investigation, the person dealing with the complaint should first speak to the complainant. Once the investigation is complete the	The complaints policy is currently under review – this recommendation can be built into and highlighted in the policy and the supporting staff procedure which will be updated after the policy. The complaints team will update the monitoring they do to include recording when the complaint	TCH	<ul style="list-style-type: none"> <li>For all staff to fully understand the complaints process and have training.</li> <li>Initial discussion and contact with the complainant to be included in the complaints process.</li> </ul>			CAG agree that a more personal approach is needed and will look for the changes in the policy when it is reviewed.

response letter is to be sent..	investigator spoke to the complainant					
In line with the existing policy and procedure – keeping the customer informed is really important - Contact must be made with the complainant if the 10 days are due to expire, and no resolution has been finalised to explain the delay and agree and extension.	This is already a requirement in the procedure so the complaints team will take responsibility for checking that staff are doing this and reminding them a few days before the deadline is due	TCH	<ul style="list-style-type: none"> <li>For the complainant to be kept up to date with the complaint, even if there is no resolution yet.</li> </ul>			CAG agree that communication is very important and will monitor for the reminders being done.
An independent team or advocate to be used to investigate complaints. This could be a different head of service.	We will look at developing the role of customer advocate within the complaints team, to monitor and review complaints and to challenge teams on behalf of the customer. This could include recommending complaints are assigned to be investigated by a different team in some circumstances	TCH	<ul style="list-style-type: none"> <li>For a nonbiased view to be taken when dealing with complaints.</li> </ul>			CAG agree with the recommendation but also acknowledge this may not always be possible. They will monitor for how effective this is.
The question: “What do you want us to do about it?” should be removed from the website as it could create unrealistic expectations from customers.	We will remove this section and consider if there is something more appropriate	TCH	<ul style="list-style-type: none"> <li>This question to be removed from the website and SH to take the lead on this.</li> </ul>			CAG agree that the question is leading and will monitor for something else being used in it's place and how effective the alternative is.

<p>The group felt complaints should not be made through social media as it was not known where the complaint went to. A more detailed review of this will take place with the communications team around complaints being made in this way.</p>	<ul style="list-style-type: none"> <li>• We definitely do not understand this as well as we should and complaints team will carry out a further review in this area with Communications team to help us develop procedures for managing these complaints to link into the existing process (TCH)</li> <li>• Agree with the action on this one and this is something that needs to be looked at across all service areas that deal with social media messages. Just to note though that it is not for this Group to decide how complaints are made and that if customers choose to make them through</li> </ul>	<p>TCH/ ST</p>	<ul style="list-style-type: none"> <li>• For anyone dealing with messages in the inbox or via social media to follow the correct procedure and forward to the relevant member of staff.</li> </ul>			<p>CAG acknowledge that social media is readily accessible to most people and understand that this method is preferred by some. They agree that a review of the types of complaints coming in via this method is needed and will monitor once completed.</p>
---	--	--------------------	--	--	--	--

	this forum that is up to them (ST)					
All printed materials should state that they are available in a different format e.g. language, audio, braille, large font	Will action this from this month.	ST	<ul style="list-style-type: none"> <li>For all printed materials to be checked for this before going to print.</li> </ul>			CAG agree and will monitor future publications.
More contact (face to face, phone calls) to be made with customers in all complaints. This has been done by some managers and has proved successful.	Once the complaints policy has been updated and approved it will be a mandatory read for all staff. This key point will be highlighted as part of the promotion of the read. At the same time the offer of refresher training to all teams on complaints will be made, where this can again be highlighted	TCH	<ul style="list-style-type: none"> <li>All staff dealing with a potential complaint to speak directly to the customer and record all conversations on the customers journey profile.</li> <li>The complaints policy is due to be reviewed in Summer 2022.</li> </ul>			CAG agree that a personal approach is taken at all stages in a complaint. They will monitor once implemented.