

# Customer Feedback Policy & Procedure

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# Customer Feedback Policy & Procedure

## Policy Statement

The purpose of this policy is to provide a clear statement of intent about the assessment, handling, and investigation of all feedback and expressions of dissatisfaction received by JCL. JCL's customer feedback policy and procedure have been created to meet the standards and requirements of the relevant regulating bodies.

The aim of this policy is to ensure that all feedback, regardless of how it is received (verbal or written, and via any media), are documented and handled in a consistent and regulated manner and that further incidents are mitigated against and prevented.

## Purpose

JCL is committed to delivering a fair, open, and clear process for feedback and to ensure a satisfactory outcome for anyone who provides feedback in the form of a compliment or complaint. We provide colleague training in our internal complaint handling procedures and support colleagues in how to handle negative feedback situations in a face-to-face, written and/or telephone environment, where role relevant.

This policy sets out our intent and objectives for how we handle feedback, from offering a clear and approachable system for individuals to complain, through to conducting root cause analysis on all feedback received, to identify the reason(s) for the subject(s) of the feedback arising and to implement measures to prevent reoccurrences where applicable.

## Scope

The policy relates to any expression of dissatisfaction or complaint with JCL, regarding a service (or lack of service) provided or a member of colleague (*meaning permanent, fixed-term, and temporary colleague, any third-party representatives or sub-contractors, agency workers, volunteers, interns and agents engaged with JCL in the UK*).

This policy has been created to ensure that colleagues dealing with the area that this policy relates to, do so in accordance with legal, regulatory, contractual, and business expectations and requirements.

## Objectives

JCL's objectives are laid out below regarding handling of all expressions of dissatisfaction and feedback.

### EXPRESSION OF DISSATISFACTION

For the purposes of this policy, an "*expression of dissatisfaction*" is defined by the use of high-emotive words or tone of communication from anyone with regards to action or inaction by JCL. Such words include (but are not limited to) "*appalled/appalling*", "*disappointed/disappointing*", "*not happy/unhappy*". These may not be as in- depth or wide-ranging as a formal complaint and the dissatisfied party will not usually request a formal resolution.

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JCL's objectives for internal handling of expressions of dissatisfaction are: -

- To resolve an expression of dissatisfaction informally, where possible (e.g. by phone) within three working days.
- To resolve all expressions of dissatisfaction regardless of how they are received, including phone, e-mail, face to face, letter, survey response etc.
- To escalate expressions of dissatisfaction to a complaint where: -
  - A specific request has been made to do so after the initial response was not satisfactory in content.
  - The concern relates to the handling of the expression of dissatisfaction itself, rather than its content.
- To always provide the person expressing dissatisfaction with the means of raising a formal complaint, should they wish.

### FORMAL FEEDBACK

For the purposes of this policy, a "complaint" is defined as any expression of dissatisfaction where it is clear the individual expects us to identify the cause of the problem and provide a formal resolution. The individual may, but does not have to, formally address their communication as official/formal feedback for JCL Skills Solutions to treat the incident as formal and follow the related procedures.

*JCL's objectives for internal complaint handling are: -*

- Feedback received into the business will be passed to the Customer Experience (CE) Team for a handler and case reference number to be assigned.
- Feedback will be investigated, and a response provided within a maximum of two weeks from the initial receipt of the feedback.
- Customer feedback procedures and forms will be available via the JCL website as well as on request.
- All feedback will be investigated by a member of the CE Team who will provide the final response to the complainant. These responses will always be provided in writing.
- All customer feedback records will be used to revise company procedures and to improve communication and business practices where applicable.
- All feedback will be reported monthly to the Director of Education for senior management to identify trends and mitigate recurrence or escalation.

### Handling Process

JCL's objectives for the expressions of dissatisfaction and complaint handling process are: -

- To provide a fair feedback procedure which is clear and easy to use for anyone wishing to raise a formal concern.
- To ensure that our feedback procedure is fully accessible so that people know how to contact us for feedback.
- To ensure everyone at JCL understands the definition of, and difference between, an expression of dissatisfaction and formal feedback.
- To make sure everyone at JCL knows what to do if an expression of dissatisfaction or formal feedback is received.

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- To gather and record information which helps us to improve what we do.
- To make sure all feedback is investigated fairly and in a timely way.

### Procedures & Guidelines

#### RAISING CUSTOMER FEEDBACK

Individuals who request JCL's customer feedback procedure will be provided with a copy of the procedure and online form and will be asked to raise their concern as soon as possible after the incident.

Feedback can be raised in any format or media (e-mail, letter, phone etc.) with no time limit from the time that the feedback (event/incident/etc.) occurred.

#### HOW TO RAISE CUSTOMER FEEDBACK

Individuals can give customer feedback in whichever way is easiest for them, for example by telephone, e-mail, or letter. There is also a simple online form which is located on JCL's website <https://jclskillssolutions.co.uk> Or they can e-mail: [supportme@jclss.co.uk](mailto:supportme@jclss.co.uk)

#### RESPONDING TO CUSTOMER FEEDBACK

Where customer feedback has been received, a written acknowledgement must be sent to the individual within three working days. The response should detail the customer feedback procedure, provide a copy of this policy and provide approximate timelines and expectations for the investigation and future responses.

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## INVESTIGATING THE FEEDBACK

A JCL colleague will be assigned the role of investigating feedback and will gather all necessary documents, recordings, and information to make an independent review of the incident.

If internal interviews are to be conducted, a note taker will be present alongside the investigator and interviewee, and a copy of the interview notes will be written up and signed by the interviewer and interviewee prior to them being added to the feedback history.

Investigations must utilise all the facts and any previous related information to produce an unbiased outcome and an expected course of action. A customer feedback reference should be assigned and all documents relevant to the feedback should have the reference written on them for continuity. The reference will also be added to the Feedback Register so that the feedback and documents can be audited and traced back in the future.

JCL reserves the right to pass on relevant information to a third party where there is a valid legal reason to do so and any request for information will be investigated prior to any personal information being passed on.

## DECISION LETTER (FINAL RESPONSE)

After the feedback has been investigated in full and an outcome and action decision has been arrived at, the investigator will draft a final response letter to the complainant with both their findings and their decision on any action to be taken.

The final response must be sent within ten working days of the initial feedback being raised and should also contain the information below (feedback recording) should the complainant be unhappy with the decision received.

### Feedback Recording

All feedback is recorded on CRM in the first instance, which generates a case reference. The fields within CRM consist of the information below and should be audited on a frequent basis to ensure that incidents are not being repeated and improvements are being made.

- Date
- Nature of Feedback
- Department(s) Involved
- Customer Feedback Reference
- Lead Investigator
- Root Cause and Action Taken
- Decision Letter Sent (Y/N)
- Date Feedback Resolved/Closed

All customer feedback records must be kept and be available for three years following resolution.

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### Escalating Customer Feedback:

In the event you are still not fully satisfied you should first raise an appeal, which can be made in writing via e-mail or letter, or by phone (to the same addresses/number as the initial feedback). This will be considered by the Director of Education whose decision will be final. If you are not satisfied with the outcome of your appeal, you can escalate your feedback to the relevant Governing Body.

### AWARDING ORGANISATION

If you are a learner and wish to make an appeal against an assessment decision, please refer to the Learner Appeal policy provided at the start of your course.

### FUNDING AGENCY

#### EDUCATION AND SKILLS FUNDING AGENCY

If you are an Apprentice or studying a work-based learning programme based in England who receives funding from the Education and Skills Funding Agency (ESFA) please follow the feedback procedure as set by the governing body.

<https://www.gov.uk/government/organisations/skills-funding-agency/about/feedback-procedure>

### Responsibilities

JCL will ensure that colleagues are provided with the time, resources and support to learn, understand and deal with customer feedback and that full training will be provided for new and existing colleagues on the customer feedback policy, procedures and expectations, where applicable to their role.

The colleague handling the feedback will be appointed to the role of overseeing the investigation and recording of all customer feedback and is responsible for regular auditing of the feedback log to ensure mitigating actions and improvements are put into place where possible.

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## Internal Process

