



Midlands Arts Centre

## **Customer Feedback Policy (Compliments, Comments and Complaints)**

### **1. Introduction**

Midlands Arts Centre (MAC) is committed to ensuring that its work is of the highest quality and providing excellent customer service first time, every time.

We know that by listening to our customers, we can learn what we are doing well, and where we need to improve. Our customers are at the heart of what we do, and it should be simple and straightforward for them to access the services and information they need.

We welcome positive and negative feedback from our customers. Understanding the experiences of our customers is an important way for us to continuously review and improve the services we provide.

We use the information from compliments, comments and complaints to learn and make improvements, and respond positively to our customers' needs and expectations.

We would always prefer to resolve any problems at the time of your visit, so if possible, please ask any staff member to speak to a Duty Manager who are available throughout the day.

### **2. Aims of the policy**

The policy sets out our approach to customer compliments, comments and complaints.

It sets out:

- A fair, consistent and timely approach to complaint resolution
- Why customer feedback is important
- How we will learn from compliments, comments and complaints; and
- How we will monitor the effectiveness of the policy and process in improving standards

It should be quick and simple for customers to give us feedback, no matter what the issue and what contact channel they choose: electronic, phone, letter or face to face.

The policy puts customer feedback at the heart of our approach to improvement and change.

We will:

- Respond to feedback
- Seek to actively understand underlying factors that can be improved to prevent repeat occurrences of issues
- Share learning across different teams where there are wider implications; and

- Acknowledge that our customers are individuals and respond accordingly.

## **Improving Customer Services and Customer Satisfaction**

We strive to achieve and maintain customer focussed and enhanced quality delivery of services by:

- Having an accessible, simple complaints process
- Recording customer compliments, comments and complaints
- Handling complaints fairly and consistently
- Investigating each complaint thoroughly
- Apologising and putting things right as quickly as possible where we have fallen short of our standards
- Replying to customers, addressing all of their concerns
- Recording outcomes and learning from compliments, comments and complaints to:
  - Improve processes or procedures;
  - Identify training needs and implementing training;
  - Effectively manage our relationship with our partners;
  - Report on complaint trends, changes and improvements;
  - Share learning across departments.
- Keeping to our legal responsibilities and our own policies and processes
- Recognising excellent work and customer service, including where identified by compliments, making this an example to follow; and
- Acting on customer feedback to improve policies, processes or services.

### **3. Making a compliment, comment or complaint**

Customers can register a compliment, comment or complaint via an online form, email, social media message, phone, letter or face to face.

Customers can make complaints to any department and where appropriate, their complaint will be logged and follow the Customer Comments: Process Flowchart found at Appendix 1 which sets out timeframes for response.

Some people may worry that if they make a complaint it will result in poorer service for them. This is not the case; we support and resolve complaints fairly. If customers send feedback anonymously, we will be unable to respond to them. Where possible we will still record, investigate and learn from the complaint.

Where customers remain dissatisfied with our response to a complaint, they can ask for the complaint to be looked at again by a member of the Senior Management Team.

### **4. Policy Review**

MAC will review the policy and procedure every two years.

MAC's Senior Management Team will review customer comments on a quarterly basis to identify any statistics, trends and key learning points and to ensure that we are continuing to learn and improve, and highlight any successes and significant areas where we need to concentrate on improving.

## **5. MAC's Code of Conduct**

We are committed to ensuring that MAC is a safe, inclusive and respectful place. We value kindness, empathy and compassion and we believe everyone counts.

MAC stands for zero tolerance of ableism, ageism, homophobia, racism, sexism, transphobia and prejudice based on ability, appearance, asylum status, class, ethnicity, gender, gender presentation, nationality or religion.

Our staff and visitors are important to us and we take instances of discrimination or harassment extremely seriously.

We will take immediate action if our code of conduct is not fully supported. Any use of inappropriate language and/or behaviour will not be tolerated and may result in further action.

## **6. Related Documents**

Appendix 1 – Customer Comments: Process Flowchart

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# Appendix 1

