

CUSTOMER COMPLAINTS PROCEDURE

INTRODUCTION

AlphaFence places the highest importance on the quality of its work, and strives to ensure that all persons who come into contact with the company benefit from the experience. However, fencing can be a difficult and unpredictable business: outdoors; weather-dependent; labour-intensive; drawing upon a wide national and international supply chain; utilising large and heavy products; requires digging holes within often difficult and unforeseen ground conditions.

The company therefore takes great care to anticipate and manage the various indirect and/or unknown elements of its business, although occasionally things can go wrong resulting in customer dissatisfaction. On these rare occasions, the company wishes to ensure that the matter is resolved as quickly as possible, and in a fair and consistent manner. To that end, it has developed and implements this customer complaints procedure.

OBJECTIVES

- To describe the formal procedure for dealing fairly and consistently with complaints.
- To inform customers of the route by which they can express a complaint.
- To inform staff of the correct procedure in the event that a complaint arises.

PROCEDURE

Step 1: The company should attempt to resolve the matter verbally and informally.

Step 2: The customer should make a complaint in writing addressed to the Quality Manager.

The complaint will be dated stamped upon receipt and logged (with a unique reference number) on the company's internal Database system.

The company will acknowledge receipt of the complaint in writing within 3 working days of receipt, and give the customer the Quality Manager's contact details, the complaint reference, a copy of this procedure, and noting the key dates by which the customer can expect a response.

The company will investigate the complaint and provide a written reply within one calendar month of receipt.

Step 3: If the customer is not satisfied with the response received, the customer may appeal to the company's Trade Association (the EFIA).

The customer should send a written Request to Appeal to the company within one calendar month of the response, stating the reasons why they are not satisfied.

The company will acknowledge receipt of the appeal request within 5 working days of receipt, pass on the customer's response to their Trade Association, and provide the customer with the relevant contact details within the Trade Association.

The Trade Association will manage the customer complaint in accordance with their own policy and procedures from that point forward. Both the company and the customer will be notified of the outcome of the appeal when concluded.

RESPONSIBILITY

The Quality Manager is responsible for the implementation, monitoring and review of this policy, and will:

- Acknowledge receipt of the customer complaint within 3 working days
- Respond in writing to the customer within one calendar month.
- Acknowledge and pass on any request to Appeal to the Trade Association
- Collate all logged complaints and provide a report to the Directors annually each Spring
- Review this policy and procedure and disseminate its content to all current employees and customers.

END OF PROCEDURE