



CUSTOMER COMPLAINT HANDLING POLICY AND PROCEDURES

Purpose

The purpose of this policy is to outline a comprehensive and structured process for managing customer complaints at Trendie. Our objective is to ensure that every complaint is addressed promptly, fairly, and consistently. We aim to uphold high standards of customer satisfaction by actively listening to customer feedback and using it as a catalyst for the continuous improvement of our products and services.

Scope

This policy applies to all employees of Trendie, including full-time, part-time, and temporary staff. It encompasses all roles that may interact with customers or handle complaints, such as those in customer service, sales, and management. It provides guidance on how to effectively manage customer complaints to ensure a consistent approach across the organisation.

Policy Statement

Trendie is dedicated to delivering exceptional customer service. We view customer complaints not as setbacks, but as valuable insights that highlight areas for improvement. By effectively managing complaints, we seek to reinforce our commitment to customer satisfaction and to foster stronger relationships with our customers.

Complaint Handling Principles

- **Accessibility:**

We are committed to offering customers an accessible and transparent process for lodging complaints. Customers will have multiple channels to raise their concerns, ensuring ease of access.

- **Responsiveness:**

We strive to acknowledge and address all complaints promptly. Our goal is to resolve issues in a timely manner, demonstrating our commitment to customer care.



- **Fairness:**

Each complaint will be handled impartially, with an emphasis on understanding and considering the customer's perspective. Our approach will be balanced to ensure fairness to both the customer and Trendie.

- **Confidentiality:**

All complaints will be handled with the utmost respect for customer privacy. Personal information and complaint details will be treated confidentially and in accordance with privacy regulations.

- **Continuous Improvement:**

We will systematically review and analyse customer complaints to identify trends and areas for enhancement in our products and services. Feedback will be a driving force for our continuous improvement efforts.

Complaint Handling Procedures

- **Receipt of Complaints:**

All customer complaints, irrespective of the medium (phone, email, in person, or online), must be recorded in our customer service system. The employee receiving the complaint is responsible for acknowledging it immediately and ensuring it is directed to the relevant department or individual for resolution.

- **Investigation and Resolution:**

A designated employee or team will conduct a thorough investigation of the complaint. This process includes gathering detailed information from the customer, reviewing pertinent records, and consulting with other departments as necessary. The goal is to resolve the issue in a manner that is equitable to both the customer and Trendie.

- **Communication with the Customer:**

Throughout the complaint resolution process, customers will be kept informed about the progress of their complaint. They will receive updates on the status and expected timelines for resolution. Once a resolution is reached, the customer will be promptly notified and provided with any necessary follow-up information.



- **Escalation:**

If a complaint cannot be resolved at the initial level, it will be escalated to a supervisor or manager. The customer will be informed of this escalation and given an estimated timeframe for further resolution. Escalation ensures that complex issues are addressed with the appropriate level of attention and expertise.

- **Follow-Up:**

Following the resolution of a complaint, a follow-up will be conducted to ensure that the customer is satisfied with the outcome. Any feedback received during this follow-up will be documented and analysed for potential improvements in our complaint handling process.

Monitoring and Reporting

Trendie will regularly monitor the effectiveness of our complaint handling process using key performance indicators (KPIs) such as resolution time, customer satisfaction ratings, and the frequency of escalated complaints. Regular reports will be compiled and reviewed by management to ensure the process is operating effectively and to identify any patterns or recurring issues that require attention.

Compliance

All employees are expected to fully comply with this policy. Non-compliance may result in disciplinary action, up to and including termination of employment. Compliance with this policy is essential to maintaining Trendie's reputation for excellent customer service and for fostering a culture of continuous improvement.

Review

This policy will undergo an annual review to ensure its continued relevance and effectiveness. Any changes or updates to the policy will be communicated to all employees. Feedback from staff and customers will be considered during the review process to enhance the policy and its implementation.