



CUSTOMER SERVICE AND MANAGING CUSTOMER COMPLAINTS POLICY AND PROCEDURES

Purpose

The purpose of this policy is to establish a framework for delivering exceptional customer service and effectively managing customer complaints at Trendie. Our aim is to ensure that all customer interactions are handled professionally, respectfully, and in a manner that fosters trust and satisfaction. This policy also outlines the procedures for addressing complaints in accordance with Australian legislation and regulations.

Scope

This policy applies to all employees, contractors, and representatives of Trendie who interact with customers, both directly and indirectly. It encompasses all aspects of customer service, including in-person interactions, phone calls, emails, social media engagement, and other forms of communication.

Customer Service Principles

- **Responsiveness:**

Customers are the priority at Trendie. All employees are expected to respond to customer inquiries and requests promptly, typically within 24 hours. Where immediate resolution is not possible, customers should be kept informed of the progress.

- **Courtesy and Professionalism:**

Employees must treat all customers with courtesy and respect, regardless of the nature of the interaction. Professionalism is to be maintained at all times, including active listening, clear communication, and displaying empathy towards customer concerns.

- **Quality of Service:**

All employees are committed to providing high-quality service that meets or exceeds customer expectations. This includes having a thorough knowledge of the company's products and services and being able to provide accurate information and solutions.



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- **Consistency:**

Customers should receive consistent service standards across all touchpoints. This includes uniform responses to common inquiries and a standardized process for handling complaints.

- **Compliance with Australian Consumer Law:**

Trendie is committed to complying with the Australian Consumer Law (ACL) as set out in the Competition and Consumer Act 2010. This includes ensuring that customers are provided with accurate information about products and services, and that their rights are upheld in cases of faulty goods or services.

Managing Customer Complaints Policy

- **Accessibility:**

Customers should have easy access to the complaints process. Information on how to make a complaint must be readily available on the company website, within product/service documentation, and in-store (where applicable).

- **Transparency:**

The complaints process should be transparent, with customers being informed about how their complaint will be handled, expected timeframes, and potential outcomes.

- **Confidentiality:**

All complaints will be handled confidentially. Personal information provided by customers will be protected in accordance with the Privacy Act 1988 (Cth) and Trendie's Privacy Policy.

- **Fairness and Impartiality:**

Complaints will be addressed in a fair and impartial manner. The process involves assessing the complaint objectively, without bias, and ensuring that all parties are given the opportunity to present their case.

- **Resolution and Redress:**

The goal is to resolve complaints efficiently and effectively, with the aim of achieving a satisfactory outcome for both the customer and the company. Where appropriate, remedies may include refunds, replacements, or other forms of compensation.

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Procedures for Managing Customer Complaints

- **Receiving Complaints:**

- Customers can lodge complaints through various channels, including in-person, phone, email, or through the company's website.
- Employees receiving the complaint must document the details, including the customer's contact information, the nature of the complaint, and any relevant dates or facts.

- **Acknowledgement:**

- Complaints should be acknowledged within 24 hours of receipt. This acknowledgment can be via email, phone, or other preferred communication channels.
- The acknowledgment should include a summary of the complaint, an overview of the next steps, and an estimated timeframe for resolution.

- **Investigation:**

- The complaint is to be investigated promptly and thoroughly. This may involve gathering information from relevant employees, reviewing records, and assessing the circumstances surrounding the complaint.
- The employee handling the complaint should maintain communication with the customer during the investigation, providing updates as needed.

- **Resolution:**

- Once the investigation is complete, a resolution should be proposed to the customer. The resolution may include a formal apology, a refund, replacement of goods, or other appropriate remedies.
- The proposed resolution should be communicated clearly to the customer, with an explanation of the decision and the steps that will be taken.

- **Escalation:**

- If the customer is not satisfied with the proposed resolution, they may request an escalation. The complaint will then be reviewed by a higher level of management or the HR department.



- The customer should be informed of their right to escalate the complaint to external bodies, such as the Australian Competition and Consumer Commission (ACCC) or the relevant industry ombudsman, if they remain dissatisfied with the outcome.
- **Documentation and Record-Keeping:**
 - All complaints and their outcomes must be documented and stored securely. This includes the initial complaint, investigation notes, correspondence with the customer, and the final resolution.
 - Records will be retained for a minimum of five years in compliance with the Corporations Act 2001 and Privacy Act 1988.
- **Review and Feedback:**
 - Periodically, complaints data should be reviewed to identify patterns or recurring issues. This information will be used to improve products, services, and customer service processes.
 - Feedback from customers about the complaints process should be encouraged to ensure it remains customer-centric and effective.

Responsibilities

- **Employees:**

All employees are responsible for providing excellent customer service and following the procedures outlined in this policy. They should ensure they are aware of customer service standards and the complaint handling process.

- **Managers:**

Managers are responsible for overseeing the customer service standards within their teams. They must ensure that employees are trained in handling customer complaints and provide support during the resolution process.

- **HR and Customer Service Department:**

The HR and Customer Service departments are responsible for implementing this policy, providing guidance, and conducting regular training sessions. They will also monitor the effectiveness of the complaints process and make improvements where necessary.



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Compliance and Enforcement

Trendie takes its commitment to exceptional customer service and complaint resolution seriously. Non-compliance with this policy may result in disciplinary action. The company also adheres to Australian legislation, including the Australian Consumer Law and the Privacy Act 1988, ensuring that customers' rights are protected.

Review and Updates

This Customer Service and Managing Customer Complaints Policy and Procedures will be reviewed annually to ensure it remains effective and aligned with current laws and regulations. Any updates or changes will be communicated to all employees.

Implementation

All new employees will receive training on this policy as part of their induction. Regular refresher training will be provided to ensure ongoing compliance and understanding. The policy will be available on the company intranet and in the employee handbook for reference.

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