

Managing Customer Feedback Policy

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Managing Customer Feedback Policy

1. Introduction

HIAL recognises the importance of customer feedback in helping us to deliver the best possible customer experience. By collating, monitoring, and acting on our customer feedback, we can design, develop, and deliver our products and services based on customer experiences, needs and expectations.

This policy is intended to ensure that our procedures in relation to customer feedback are user-focussed, fair, proportionate, consistent, accessible, and easily understood by both customers and employees.

The customer feedback procedures will ensure that, for areas where service delivery exceeds expectations it is celebrated and shared, and that early action is taken to correct any service delivery that is perceived to be below expectations.

We will use the feedback we receive to monitor our performance to continually improve our service.

1.1 Scope of the policy

This policy applies to all types of customer feedback – compliments, complaints, and suggestions – with the exceptions of the exclusions listed in 1.2.

This policy applies to all staff employed by HIAL.

1.2 Exclusions from the policy

This policy does not cover complaints from our own employees about internal processes or other employees. It does not cover any external complaints relating to data protection. The Data Protection Policy outlines how these types of complaints will be dealt with. In addition, any Freedom of Information requests are not covered by this policy and are managed separately.

We may occasionally also receive complaints about contractors, or other third parties operating at our airports, for example airlines or concessions. Third party complaints are excluded from this policy.

1.3 Training

Our staff aim to always deliver a high standard of service and deal with positive and negative feedback situations effectively. To achieve this HIAL will provide appropriate training, particularly for those staff in a customer facing role.

2. Responsibilities

2.1 Senior Management Team

The **Senior Management Team (SMT)** is responsible for corporate oversight of customer feedback and ensuring that the continual improvement of customer service is a priority for HIAL.

2.2 Head of Communications

The **Head of Communications** is responsible for developing policy on customer feedback and for overseeing the implementation of the policy, procedures, and related guidance.

2.3 Airport Managers and Heads of Departments

Airport Managers and Heads of Departments are responsible for ensuring all staff are aware of, understand, and follow this policy, related procedures, and guidance. They are responsible for ensuring that all customer feedback concerning their airport/department is dealt with, within the process and timelines detailed in this policy.

Airport Managers are responsible for ensuring 'Feedback Now' terminals are operational and that staff follow the procedure for processing passenger feedback from the machines.

2.4 All staff

All staff within the HIAL group must always deliver a high standard of customer service, dealing with positive and negative feedback situations effectively and in line with this policy and associated procedures.

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3. Definitions

3.1 Compliments

A compliment is praise from a passenger or customer to an individual or a team. It can be an acknowledgement of excellent customer service by an individual or a team. It can also commend a process, policy or facility provided by HIAL.

3.2 Suggestions

Suggestions can cover a wide variety of subjects and usually relate to personal feedback, or an opinion expressed by a passenger, customer, or user of our services, on where or how we could make improvements to our service delivery, processes, or facilities.

Questions or general queries will be responded to as soon as possible at the point of receipt.

3.3 Complaints

A complaint is an expression of dissatisfaction about our action, or lack of action, by one or more passenger, customer, or member of the public. This may be about the standard of our service provided by us or on our behalf, or the way it was provided.

Complaints may relate to:

- failure to provide a service
- inadequate standard of service delivery
- treatment by or attitude of a member of staff.

A complaint is not:

- a request for compensation only
- where issues relating to the complaint are being, or have been, considered by a court or tribunal
- an attempt to re-open a previously concluded complaint
- a reconsideration of a complaint when HIAL's complaint procedure has been followed to its conclusion and a final decision has been given.

4. Principles of the policy

4.1 General

The driving principle of this policy is the continual improvement of the services HIAL provide. Feedback is a vital component of this aim, whether recognising and celebrating positive comments or challenging poor performance or service.

4.2 Feedback devices at airports

Providing a method for passengers and customers to provide feedback whilst at our airports is key to addressing issues quickly and improving the customer experience. Customer satisfaction feedback machines from 'FeedbackNow' are installed in all 11 of our airports and allow our passengers to record their level of satisfaction with different services. These enable feedback to be provided in real time through a traffic light system of happy to sad faces.

The feedback from the machines is live and allows managers to take immediate action to rectify any issues as they arise.

A programme of consistent surveys across all airports will be scheduled via the 'FeedbackNow' devices for each financial year.

4.3 Other ways to contact us

In addition to the machines at the airports, passengers, customers, and users of our service are invited to contact us in the manner that best suits them:

- In person at any of our airports or at our head office
- By completing one of our online feedback forms (Compliments, Suggestions, Complaints)
- Via email to: info@hial.co.uk
- By letter to: Customer Feedback, Highlands and Islands Airports Limited, Inverness Airport, Inverness IV2 7JB

4.4 Compliments

Positive feedback will be shared with the individual or team concerned, and best practice shared across the company.

Compliments and positive customer feedback will be acknowledged **at the time of receipt** if received in person or on the phone.

If a compliment is received in writing, by email or via the online feedback form, it will be acknowledged **within three working days** of receipt.

The compliment will be passed to the individual or team concerned, and their line manager, **within five working days** of receipt.

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4.5 Suggestions

Passengers, customers, or users of our service can make suggestions on where we could make improvements to our service. We will consider all suggestions received; however, it may not always be appropriate or beneficial to implement suggestions.

Suggestions will be acknowledged **at the time of receipt** if received in person or on the phone.

If a suggestion is received in writing, by email or via the online feedback form, it will be acknowledged **within three working days** of receipt.

The suggestion will be passed to the relevant airport or department for consideration **within five working days** of receipt.

Follow up communication will be sent **within 20 working days** advising of any action that has been or will be taken as a result of the suggestion, or to advise that no action will be undertaken at this time.

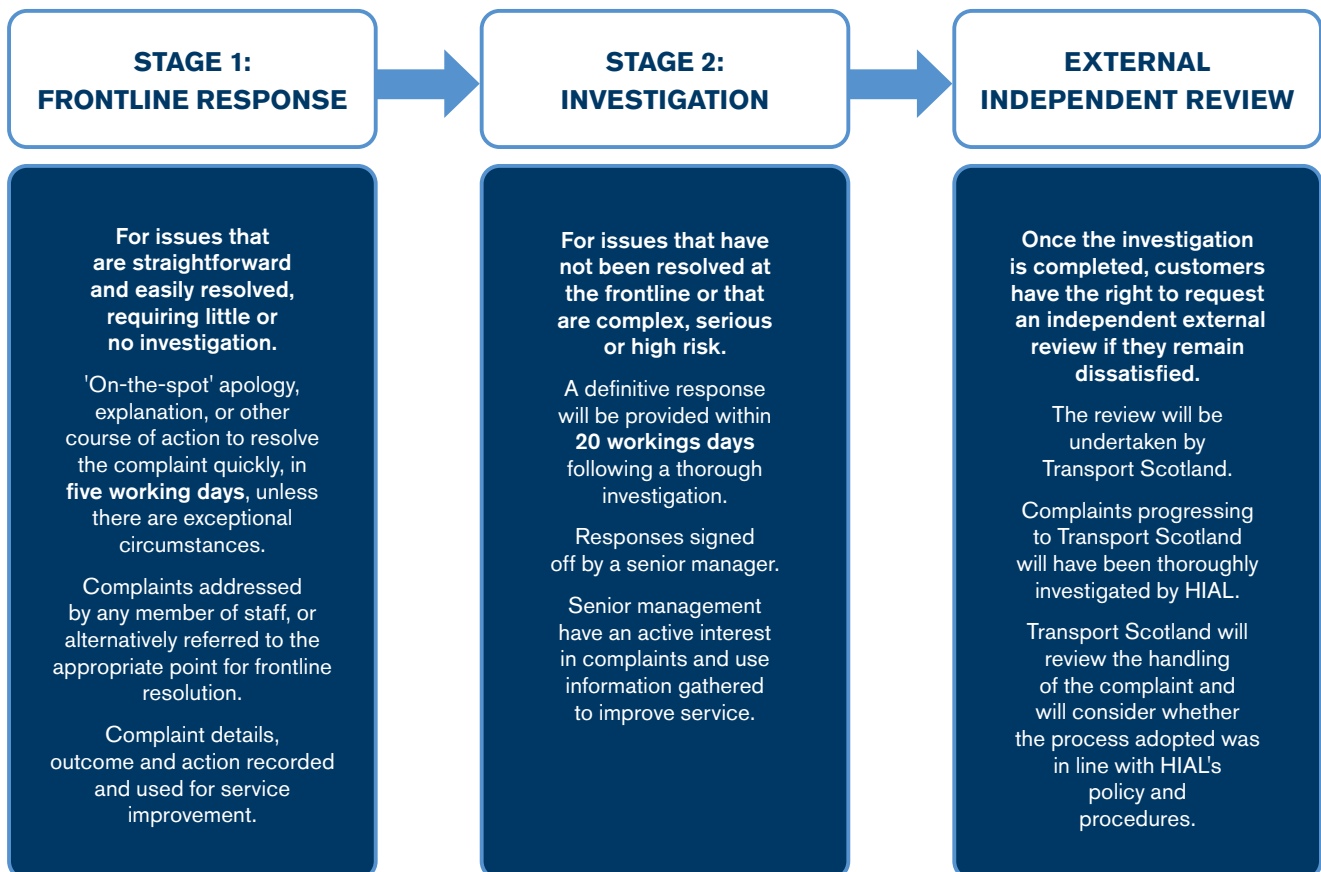
4.6 Complaints

A complaint can be made by anyone who is dissatisfied with our service, or by someone acting on their behalf and with their consent.

We value and treat all complaints seriously, including anonymous complaints. We will consider anonymous complaints if there is enough information to enable us to investigate the matter. If an anonymous complaint does not provide enough information to allow us to act, we may decide not to pursue it further. Any decision not to pursue an anonymous complaint must be authorised by the relevant Airport Manager or Head of Department.

HIAL operates a two-stage complaints process.

HIAL's Complaint Handling Procedure



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4.6 Complaints (continued)

Stage 1 – Frontline response

Frontline response aims to quickly resolve straightforward customer complaints that require little or no investigation. Any member of staff may deal with complaints at this stage. The main principle is to seek early resolution as close to the point of service delivery as possible.

We aim to resolve a complaint or provide a frontline response **within five working days** or less (unless there are exceptional circumstances).

Stage 1 complaints will be recorded to allow oversight of areas of the business which may need improvement.

Stage 2 – Investigation

Where the complainant remains dissatisfied following the frontline response, or where a complaint is complex or serious and requires a detailed and thorough investigation, this will be managed at stage two.

Stage 2 investigation aims to establish all the facts relevant to the points made in the complaint and to give the complainant a full, objective, and proportionate response following investigation.

Wherever possible, a Stage 2 complaint will be investigated by someone not involved in the complaint, or the frontline response, if relevant.

The complaint must be acknowledged **within three working days** and a full response provided to the complainant confirming if the complaint has been upheld, partially upheld, or not upheld, as soon as possible and **within 20 working days**.

External Independent Review

Should the complainant remain dissatisfied following completion of a Stage 2 investigation, they can ask Transport Scotland to conduct an independent external review of their complaint.

Transport Scotland will review the handling of the complaint and will consider whether the process adopted was in line with HIAL's policy and procedures. Full contact details will be provided with the investigation outcome letter at the end of the Stage 2 investigation.

It is important to note that Transport Scotland cannot normally review complaints:

- where the complainant has not followed HIAL's complaints procedure to its conclusion
- more than 12 months after the complainant became aware of the matter they want to complain about
- where issues relating to the complaint have been or are being considered in court.

5. HIAL's values

HIAL's values define who we are and what our passengers and customers can expect of us when using our services:

- Openness
- Respect
- Innovation
- Ownership
- Excellence

To ensure we learn from feedback, and continually improve our services, we will share the top-level results of our feedback – both when we are doing well but also where our service may not have been as expected.

We will:

- Produce monthly reports on the 'FeedbackNow' data at all of our airports for review by the SMT.
- Have live customer satisfaction data from our 'FeedbackNow' machines on the HIAL and individual airport websites.
- Produce monthly reports on compliments, complaints, and suggestions for review by the SMT, to allow corporate oversight, share best practice and take corrective action at a strategic level where required.
- Produce quarterly reports on compliments, complaints, and suggestions for the HIAL Board to allow them to monitor customer service and hold HIAL to account for improvements.
- Establish a 'Continuous Improvement Group' to define, analyse, measure, improve and control activities regarding the Customer Experience.

All information in relation to compliments, complaints and suggestions will be processed in accordance with the principles of the General Data Protection Regulation and the Data Protection Act 2018.

6. Associated documents/reference

- HIAL Data Protection Policy
- HIAL Privacy Notices

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7. Appendix 1 – Complaints Procedure Flow Chart

