


# Complaints and Feedback Policy

<b>Issue Date</b>	<b>February 2022</b>
<b>Date of Next Review</b>	<b>February 2023</b>
<b>Responsibility</b>	<b>Quality Director</b>
<b>Signature</b>	

## Statement

This policy sets out the position of Digital Marketing Mentor on the management of feedback and complaints. This Policy applies to all staff and covers all complaints, compliments and feedback received by our learners, employers and all other external stakeholders.

Digital Marketing Mentor is committed to Equality, Diversity, and Inclusion in all its policies and activities.

Digital Marketing Mentor actively encourages feedback from all learners, employers and stakeholders using our services. We aim to learn from the feedback we receive and will use it to inform and improve:

- our learner, employer and stakeholder experience
- the policies we develop
- how we behave as an organisation

We are committed to operating an effective feedback system, which demonstrates that we:

- are putting our learners, employers and apprentices at the centre of everything we do
- listen to what individuals, partners have to say
- are responsive and fair

This policy enables Digital Marketing Mentor to:

- establish a clear procedure for addressing all feedback and complaints
- ensure all complaints are dealt with in a timely and appropriate manner
- provide a channel for people to register their feedback and complaints
- ensure impartial consideration
- resolve issues raised to the satisfaction of both the complainant and the organisation
- learn lessons from all complaints and make recommendations which will support our policy of continuous improvement
- understand and assess the levels of satisfaction
- embed a culture of listening and learning
- share best practice

We will use feedback data to continually improve the quality of our services, customer satisfaction and shared best practice.

## Monitoring and Review

The feedback we receive from customer satisfaction surveys and complaints will be reviewed and analysed by the Quality Director, in collaboration with the Senior Management Team, and will inform self-assessment and continuous improvement plans.

The number of formal complaints received by Digital Marketing Mentor will be reviewed annually and a report will be presented to the Board.

Feedback will support changes and improvements made to business processes, our learner and employer experience and will play a key part in informing staff training and

development requirements. Feedback may also prompt necessary changes to our organisational policies and procedures.

Where a learner, employer or stakeholder is not satisfied with our service and wishes to make a formal complaint, a process is available which enables a transparent and robust investigation to take place and will provide the complainant with a formal response.

Digital Marketing Mentor takes all complaints received seriously and endeavours to ensure any complaint is actioned impartially and promptly.

### **Definitions**

- A **complaint** is a criticism or expression of dissatisfaction received from any individual, partner, or organisation, who is dissatisfied with any aspect of our service. A complaint can be submitted in the form of a formal or informal complaint.
- A **formal complaint** notification, verbal or in writing is received and informs us that an individual, partner or organisation has concerns and wishes to register a formal complaint.
- An **informal complaint** notification, verbal or in writing, is where there are concerns which can be resolved quickly and where the complainant has indicated they do not want their feedback to be registered as a formal complaint.
- A **compliment** is a written statement of positive recognition and praise for a service or individual and should be acknowledged and shared as an example of good practice.
- A **suggestion** is where customers suggest improvements to our service and should be acknowledged.

## The Procedure

Our complaint reporting procedures are intended to ensure that all complaints are handled fairly and consistently with a satisfactory resolution reached for all parties.

Where a complainant prefers matters to be raised on their behalf by a chosen representative, for example a friend, parent, guardian – Digital Marketing Mentor must be informed in writing.

We will ask all learners and apprentices to complete an online satisfaction questionnaire within the first 3 months of starting their programme and then again on completion. We will ask our employer partners to complete an online satisfaction questionnaire at least annually. In addition, we will gather feedback through our quality assurance activities as well as through one-to-one meetings and communications.

## Complaints Process

### Stage 1

Digital Marketing Mentor welcomes all comments and suggestions about the services it provides and aims to resolve concerns informally and quickly at a local level.

In the first instance you should raise concerns with your dedicated teaching mentor who will acknowledge your complaint **within 2 working days**.

If you prefer to raise your concern with someone other than your teaching mentor, contact the Operations Manager at [enquiries@digitalmarketingmentor.co.uk](mailto:enquiries@digitalmarketingmentor.co.uk)

If you feel that the issues you have raised have not been dealt with satisfactorily, formal procedures below can be followed.

### Stage 2

If your complaint has not been resolved satisfactorily at Stage 1, you should submit your complaint in writing providing as much information as possible:

Email: [enquiries@digitalmarketingmentor.co.uk](mailto:enquiries@digitalmarketingmentor.co.uk) (Marked for the attention of the Operations Manager).

Post:

Digital Marketing Mentor – (For the attention of the Operations Manager)  
2<sup>nd</sup> Floor  
9 High Street  
Lutterworth  
Leicestershire  
LE17 4AT

Your complaint will be investigated by the Operations Manager to explore any remaining concerns. They will send you a written response **within 10 working days** of receipt. If we receive no further correspondence from you within one calendar month of the date of the response, the complaint will be considered as closed.

### **Stage 3**

If you remain unhappy, you must inform us within one calendar month of the date of the stage 2 response. Your complaint will then be escalated to the Senior Management Team and will be investigated by the Managing Director or Quality Director who will carry out a full investigation to provide you with a formal written response, detailing the findings and outcome and any suggested resolution, **within 10 working days** of receipt of your complaint.

### **Stage 4**

If you still remain dissatisfied with the response provided by Digital Marketing Mentor, you can escalate your complaint to the funding organisation:

#### **ESFA complaints team**

[complaints.ESFA@education.gov.uk](mailto:complaints.ESFA@education.gov.uk)

Complaints team

Education and Skills Funding Agency

Cheylesmore House

Quinton Road

Coventry

CV1 2WT

### **Assessment and Accreditation**

Complaints concerning assessment and accreditation are dealt with through our appeals policy and the appeals procedures set up with the relevant Awarding/Validating organisations.

If an apprentice is unable to resolve an appeal concerning an assessment related to an administered apprenticeship standard with Digital Marketing Mentor then they have a right to appeal directly to the awarding organisation following their published appeals process. Any appeal must usually be raised within a specified time scale as per the awarding organisation's appeals process.

Employers and apprentices who wish to query or complain about an End Point Assessment decision can appeal directly to the end point assessment organisation following their published appeals/complaints process, to request the appropriate information, email [enquiries@digitalmarketingmentor.co.uk](mailto:enquiries@digitalmarketingmentor.co.uk)

### **Compliments and Suggestions**

Your feedback is important to us and we always welcome any suggestions or compliments. If you would like a response to your suggestion or feedback, please let us know and we will respond **within 10 working days**.

### **Related Documents**

Other relevant documentation includes; Student Code of Conduct, Disciplinary Procedure, Equality and Diversity Policy, Assessment Appeals Procedure.

## **Confidentiality**

Every attempt will be made to ensure that both the complainant and Digital Marketing Mentor observe the confidential nature of issues. However, the circumstances giving rise to the complaint may be such that it might not be possible to maintain confidentiality and each complaint will be judged on its own merit. Should this be the case, the situation will be explained to the complainant and/or their representative. In the case of learners raising a complaint who are aged below 18, Digital Marketing Mentor may be obliged to inform their parent/guardian.