The Model Complaints Handling Procedure (Model CHP) for VisitScotland

Issued: February 2014
The Scottish Government, Scottish Parliament and Associated Public Authorities in Scotland Model CHP

Foreword

Our complaints handling procedure reflects VisitScotland’s commitment to valuing complaints. It seeks to resolve customer dissatisfaction as close as possible to the point of service delivery and to conduct thorough, impartial and fair investigations of customer complaints so that, where appropriate, we can make evidence-based decisions on the facts of the case.

This document refers only to complaints made about VisitScotland. There is a separate procedure for how we handle complaints we receive from Consumers about another business, tourism product or service out with VisitScotland’s ownership. However, our processes for dealing with such complaints follow the same principles of best practice.

The procedure introduces a standardised approach to handling complaints across government, which complies with the SPSO’s guidance on a model complaints handling procedure. This procedure aims to help us ‘get it right first time’. We want quicker, simpler and more streamlined complaints handling with local, early resolution by capable, well-trained staff.

Complaints give us valuable information we can use to improve customer satisfaction. Our complaints handling procedure will enable us to address a customer’s dissatisfaction and may also prevent the same problems that led to the complaint from happening again. For our staff, complaints provide a first-hand account of the customer’s views and experience, and can highlight problems we may otherwise miss. Handled well, complaints can give our customers a form of redress when things go wrong, and can also help us continuously improve our services.

Resolving complaints early saves money and creates better customer relations. Sorting them out as close to the point of service delivery as possible means we can deal with them locally and quickly, so they are less likely to escalate to the next stage of the procedure. Complaints that we do not resolve swiftly can greatly add to our workload.

The complaints handling procedure will help us do our job better, improve relationships with our customers and enhance public perception of VisitScotland. It will help us keep the customer at the heart of the process, while enabling us to better understand how to improve our services by learning from complaints.

Malcolm Roughead
Chief Executive
VisitScotland’s Model Complaints Handling Procedure

How to use this Model Complaints Handling Procedure.................................1
What is a complaint?..................................................................................2
  Handling anonymous complaints.........................................................3
What if the customer does not want to complain?.................................3
Who can make a complaint?....................................................................3
Complaints involving more than one service or organisation..................3
The complaints handling process.........................................................5
  Stage one: frontline resolution .............................................................5
    What to do when you receive a complaint.........................................6
    Timelines ......................................................................................7
  Extension to the timeline.................................................................7
  Closing the complaint at the frontline resolution stage.......................8
  When to escalate to the investigation stage .........................................8
  Stage two: investigation .....................................................................9
    What to do when you receive a complaint for investigation ...............9
    Timelines ......................................................................................9
  Extension to the timeline ...................................................................9
    Mediation ....................................................................................10
    Closing the complaint at the investigation stage ..............................10
    Independent external review .........................................................11
Governance of the Complaints Handling Procedure .............................11
  Roles and responsibilities.................................................................11
  Complaints about senior staff............................................................13
  Recording, reporting, learning and publicising ...................................13
    Recording complaints .....................................................................13
    Reporting of complaints ...............................................................14
    Learning from complaints ............................................................14
    Publicising complaints performance information ............................15
  Maintaining confidentiality ..................................................................15
  Managing unacceptable behaviour ....................................................15
  Supporting the customer ....................................................................15
  Time limit for making complaints .....................................................16
Appendix 1 - Complaints......................................................................17
Appendix 2 - What is not a complaint ..................................................18
Appendix 3 - Timelines.........................................................................19
Appendix 4 - The complaints handling procedure Appendix 4 ...........23
How to use this Model Complaints Handling Procedure

This document explains to staff how to handle complaints. Another document provides information for customers on the complaints procedure. Together, these form our complaints handling procedure (CHP).

It contains references and links to more details on parts of the procedure, such as how to record complaints and the criteria for signing off and agreeing time extensions. These explain how to process, manage and reach decisions on different types of complaints.

When using this document, please also refer to the ‘SPSO Statement of Complaints Handling Principles’ and best practice guidance on complaints handling from the Complaints Standards Authority at the SPSO.

http://www.valuingcomplaints.org.uk
What is a complaint?

VisitScotland’s definition of a complaint is:

‘An expression of dissatisfaction by one or more members of the public or stakeholders about VisitScotland’s action or lack of action, or about the standard of service provided by or on behalf of the organisation’

A complaint may relate to:
- failure to provide a service.
- inadequate standard of service.
- dissatisfaction with VisitScotland’s policy.
- treatment by or attitude of a member of staff.
- disagreement with a decision where the customer cannot use another procedure (for example an appeal) to resolve the matter.
- VisitScotland’s failure to follow the appropriate administrative process.
- Delays in responding to enquiries and requests.

This list does not cover everything.

Appendix 1 provides a range of examples of complaints we may receive, and how these may be handled.

A complaint is not:
- a routine first-time request for a service
- a request for compensation only
- issues that are in court or have already been heard by a court or a tribunal
- disagreement with a decision where a statutory right of appeal exists
- an attempt to reopen a previously concluded complaint or to have a complaint reconsidered where we have already given our final decision.

You must not treat these issues as complaints, and should instead direct customers to use the appropriate procedures.

Appendix 2 gives more examples of ‘what is not a complaint’ and how to direct customers appropriately.

Complaints received from Consumers about another business, tourism product or service

The Model Complaints Handling Procedure refers only to complaints made about VisitScotland. Our Customer Liaison Team have a separate procedure for how we handle complaints we receive from Consumers about another business, tourism product or service out with VisitScotland’s ownership. However, our processes for dealing with such complaints follow these same principles of best practice.
Handling anonymous complaints
We value all complaints. This means we treat all complaints including anonymous complaints seriously and will take action to consider them further, wherever this is appropriate. Generally, we will consider anonymous complaints if there is enough information in the complaint to enable us to make further enquiries. If, however, an anonymous complaint does not provide enough information to enable us to take further action, we may decide not to pursue it further. Any decision not to pursue an anonymous complaint must be authorised by a Head of Department.

If an anonymous complaint makes serious allegations, we will refer it to the appropriate Head of Department immediately.

If we pursue an anonymous complaint further, we will record the issues as an anonymous complaint on the complaints system. This will help to ensure the completeness of the complaints data we record and allow us to take corrective action where appropriate.

What if the customer does not want to complain?
If a customer has expressed dissatisfaction in line with our definition of a complaint but does not want to complain, tell them that we do consider all expressions of dissatisfaction and that complaints offer us the opportunity to improve services where things have gone wrong. Encourage the customer to submit their complaint and allow us to deal with it through the complaints handling procedure. This will ensure that the customer is updated on the action taken and gets a response to their complaint.

If, however, the customer insists they do not wish to complain, record the issue as an anonymous complaint. This will ensure that the customer’s details are not recorded on the complaints database and that they receive no further contact about the matter. It will also help to ensure the completeness of the complaints data recorded and will still allow us to fully consider the matter and take corrective action where appropriate.

Please refer to the example in Appendix 1 for further guidance.

Who can make a complaint?
Anyone who receives, requests or is affected by our services can make a complaint. Sometimes a customer may be unable or reluctant to make a complaint on their own. We will accept complaints brought by third parties as long as the customer has given their personal consent.

Complaints involving more than one service or organisation
If a complaint relates to the actions of two or more of VisitScotland’s services, you must inform the customer who in VisitScotland will take the lead in dealing with the complaint and explain that they will get only one response covering all issues raised.

If a customer complaints to VisitScotland about the service of another agency or public service provider, but VisitScotland has no involvement in the issue, the customer should be advised to contact the appropriate organisation directly. However, where a complaint relates to a service provided by VisitScotland and the service of another agency or public service provider, (for example a regulator, commissioner or a government department) and VisitScotland has a direct
The Scottish Government, Scottish Parliament and Associated Public Authorities in Scotland Model CHP

interest in the issue, you must handle the complaint about VisitScotland through the CHP. If you need to make enquiries to an outside agency in relation to the complaint always take account of data protection legislation and our guidance on handling our customer’s personal information. The Information Commissioner has detailed guidance on data sharing and has issued a data sharing code of practice.

Such complaints may include:

• A complaint which has come via a constituency MSP about a VisitScotland service or policy. The response would go back to the MSP from the Chief Executive. It can also be the case that the individual has also complained to us directly so that circle needs to be closed with evidence that the same process has been followed and conclusions agreed by all parties.

• A complaint regarding how historic attractions are managed would require us to develop the response with Historic Scotland who would provide their policy information and solutions. In this case both organisations would be required to log and report the complaint under CHP.
The complaints handling process
The CHP aims to provide a quick, simple and streamlined process for resolving complaints early and locally by capable, well-trained staff.

Our complaints process provides two opportunities to resolve complaints internally:

- **Frontline resolution**, and
- **Investigation**.

For clarity, the term ‘frontline resolution’ refers to the first stage of the complaints process. It does not reflect any job description within VisitScotland but means seeking to resolve complaints at the initial point of contact where possible.

**Stage one: frontline resolution**
Frontline resolution 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, resolving complaints at the earliest opportunity and as close to the point of service delivery as possible. This may mean a face-to-face discussion with the customer, or asking an appropriate member of staff to deal directly with the complaint.

Appendix 1 gives examples of the types of complaint we may consider at this stage, with suggestions on how to resolve them.

In practice, frontline resolution means resolving the complaint at the first point of contact with the customer, either by the member of staff receiving the complaint or other identified staff.

In either case, you may settle the complaint by providing an on-the-spot apology where appropriate, or explaining why the issue occurred and, where possible, what will be done to stop this happening again. You may also explain that, as an organisation that values complaints, we may use the information given when we review service standards in the future.

A customer can make a complaint in writing, in person, by telephone, by email or by filling out an online form, or by having someone complain on their behalf. You must always consider frontline resolution, regardless of how you have received the customer's complaint.

What to do when you receive a complaint

1. On receiving a complaint, you must first decide whether the issue can indeed be defined as a complaint. The customer may express dissatisfaction about more than one issue. This may mean you treat one element as a complaint, while directing the customer to pursue another element through an alternative route (see Appendix 2).

2. If you have received and identified a complaint, record the details on our Complaints Management System.

3. Next, decide whether or not the complaint is suitable for frontline resolution. Some complaints will need to be fully investigated before you can give the customer a suitable response. You must escalate these complaints immediately to the investigation stage.

4. Where you think frontline resolution is appropriate, you must consider four key questions:
   - What exactly is the customer's complaint (or complaints)?
   - What does the customer want to achieve by complaining?
   - Can I achieve this, or explain why not?
   - If I cannot resolve this, who can help with frontline resolution?

What exactly is the customer's complaint (or complaints)?
It is important to be clear about exactly what the customer is complaining. You may need to ask the customer supplementary questions to get a full picture.

What does the customer want to achieve by complaining?
At the outset, clarify the outcome the customer wants. Of course, the customer may not be clear about this, so you may need to probe further to find out what they expect and whether they can be satisfied.

Can I achieve this, or explain why not?
If you can achieve the expected outcome by providing an on-the-spot apology or explain why you cannot achieve it, you should do so. If you consider an apology is suitable, you may wish to follow the SPSO’s guidance on the subject:

**SPSO guidance on apology**

The customer may expect more than we can provide. If the customer’s expectations appear to exceed what the organisation can reasonably provide, you must tell them as soon as possible in order to manage expectations about possible outcomes.

You are likely to have to convey the decision face to face or on the telephone. If you do so face to face, by telephone or by email, you are not required to write to the customer as well, although you may choose to do so. It is important, however, to keep a full and accurate record of the decision reached and passed to the customer so it can be uploaded to the Complaints Management System.

**If I can’t resolve this, who can help with frontline resolution?**
If you cannot deal with the complaint because, for example, you are unfamiliar with the issues or area of service involved, pass details of the complaint on to the Corporate Affairs team using the Complaints Management System and they will pass it on to the relevant department.

**Timelines**
Frontline resolution must be completed within **five working days**, although in practice we would often expect to resolve the complaint much sooner.

You may need to get more information from other departments to resolve the complaint at this stage. However, it is important to respond to the customer within five working days, either resolving the matter or explaining that VisitScotland will investigate their complaint.

**Extension to the timeline**
In exceptional circumstances, where there are clear and justifiable reasons for doing so, you may agree an extension of no more than five working days with the customer. This must only happen when an extension will make it more likely that the complaint will be resolved at the frontline resolution stage.

When you ask for an extension, you must get authorisation from the appropriate Head of Department who will decide whether you need an extension to effectively resolve the complaint. Examples of when this may be appropriate include staff or contractors being temporarily unavailable. If, however, the issues are so complex that they cannot be resolved in five days, it may be more appropriate to escalate the complaint straight to the investigation stage. You must tell the customer about the reasons for the delay and when they can expect your response.
If the customer does not agree to an extension but it is unavoidable and reasonable, a Head of Department must decide on the extension. You must then tell the customer about the delay and explain the reason for the decision to grant the extension.

It is important that such extensions do not become the norm. Rather, the timeline at the frontline resolution stage should be extended only rarely. All attempts to resolve the complaint at this stage must take no longer than ten working days from the date you receive the complaint.

The proportion of complaints that exceed the five-day limit will be evident from reported statistics. These statistics must go to our senior management team on a quarterly basis.

Appendix 3 provides further information on timelines.

Closing the complaint at the frontline resolution stage
When you have informed the customer of the outcome, you are not obliged to write to the customer, although you may choose to do so. You must ensure that our response to the complaint addresses all areas that we are responsible for and explains the reasons for our decision. It is also important to keep a full and accurate record of the decision reached and given to the customer. The complaint should then be closed and the Complaints Management System updated accordingly.

When to escalate to the investigation stage
You must escalate a complaint to the investigation stage when:

- You tried frontline resolution but the customer remains dissatisfied and requests an investigation. This may happen immediately when you communicate the decision at the frontline stage or some time later
- The customer refuses to take part in frontline resolution
- The issues raised are complex and require detailed investigation
- The complaint relates to serious, high-risk or high-profile issues.

When a previously closed complaint is escalated from the frontline resolution stage, the complaint should be reopened on the Complaints Management System.

Take particular care to identify complaints that might be considered serious, high risk or high profile, as these may require particular action or raise critical issues that need senior management's direct input. The SPSO defines potential high-risk or high-profile complaints as those that may:

- Involve a death or terminal illness
- Involve serious service failure, for example major delays in providing, or repeated failures to provide, a service
- Generate significant and ongoing press interest
- Pose a serious risk to an organisation’s operations
- Present issues of a highly sensitive nature.
**Stage two: investigation**

Not all complaints are suitable for frontline resolution and not all complaints will be satisfactorily resolved at that stage. Complaints handled at the investigation stage of the complaints handling procedure are typically complex or require a detailed examination before we can state our position. These complaints may already have been considered at the frontline resolution stage or they may have been identified from the start as needing immediate investigation.

An investigation aims to establish all the facts relevant to the points made in the complaint and to give the customer a full, objective and proportionate response that represents our final position.

**What to do when you receive a complaint for investigation**

It is important to be clear from the start of the investigation stage exactly what you are investigating, and to ensure that both the customer and the service understand the investigation’s scope.

It may be helpful to discuss and confirm these points with the customer at the outset, to establish why they are dissatisfied and whether the outcome they are looking for sounds realistic. In discussing the complaint with the customer, consider three key questions:

1. What specifically is the customer’s complaint or complaints?
2. What does the customer want to achieve by complaining?
3. Are the customer’s expectations realistic and achievable?

It may be that the customer expects more than we can provide. If so, you must make this clear to them as soon as possible.

Where possible you should also clarify what additional information you will need to investigate the complaint. The customer may need to provide more evidence to help us reach a decision.

Details of the complaint must be recorded on the Complaints Management System. Where appropriate, this will be done as a continuation of frontline resolution. The details must be updated when the investigation ends.

If the investigation stage follows attempted frontline resolution, you must hand over all case notes and associated information to the Corporate Affairs team for the investigation, and record that you have done so.

**Timelines**

The following deadlines are appropriate to cases at the investigation stage:

- Complaints must be acknowledged within **three working days**
- You should provide a full response to the complaint as soon as possible but not later than **20 working days** from the time you received the complaint for investigation.

**Extension to the timeline**

Not all investigations will be able to meet this deadline. For example, some complaints are so complex that they require careful consideration and detailed investigation beyond the 20-day limit.
However, these would be the exception and you must always try to deliver a final response to a complaint within 20 working days.

If there are clear and justifiable reasons for extending the timescale, senior management will set time limits on any extended investigation, as long as the customer agrees. You must keep the customer updated on the reason for the delay and give them a revised timescale for completion. If the customer does not agree to an extension but it is unavoidable and reasonable, then senior management must consider and confirm the extension. The reasons for an extension might include the following:

- Essential accounts or statements, crucial to establishing the circumstances of the case, are needed from staff, customers or others but they cannot help because of long-term sickness or leave.
- You cannot obtain further essential information within normal timescales.
- Operations are disrupted by unforeseen or unavoidable operational circumstances, for example industrial action or severe weather conditions.
- The customer has agreed to mediation as a potential route for resolution.

These are only a few examples, and you must judge the matter in relation to each complaint. However, an extension would be the exception and you must always try to deliver a final response to the complaint within 20 working days.

As with complaints considered at the frontline stage, the proportion of complaints that exceed the 20-day limit will be evident from reported statistics. These statistics must go to our senior management team on a quarterly basis.

Appendix 3 provides further information on timelines.

Mediation

Some complex complaints or complaints where customers and other interested parties have become entrenched in their position, may require a different approach to resolving the complaint. Where appropriate, you may consider using services such as mediation or conciliation using suitably trained and qualified mediators to try to resolve the matter and to reduce the risk of the complaint escalating further.

Mediation will help both parties to understand what has caused the complaint, and so is more likely to lead to mutually satisfactory solutions.

If you and the customer agree to mediation, revised timescales will need to be agreed.

Closing the complaint at the investigation stage

You must let the customer know the outcome of the investigation, in writing or by their preferred method of contact. Our response to the complaint must address all areas that we are responsible for and explain the reasons for our decision. You must record the decision, and details of how it was communicated to the customer, on the Complaints Management System on The Hub. You must also make clear to the customer:

- Their right to ask SPSO to consider the complaint.
VisitScotland's Model Complaints Handling Procedure

- The time limit for doing so, and
- How to contact the SPSO.

**Independent external review**

Once the investigation stage has been completed, the customer has the right to approach the SPSO if they remain dissatisfied.

The SPSO considers complaints from people who remain dissatisfied at the conclusion of our complaints procedure. The SPSO looks at issues such as service failures and maladministration (administrative fault) as well as the way we have handled the complaint.

The SPSO recommends that you use the wording below to inform customers of their right to ask SPSO to consider the complaint. The SPSO also provides a leaflet, *The Ombudsman and your organisation*, which you may find helpful in deciding how and when to refer someone to the SPSO.

### Information about the SPSO

The Scottish Public Services Ombudsman (SPSO) is the final stage for complaints about public services in Scotland. This includes complaints about the Scottish Government, NDPBs, agencies and other government sponsored organisations. If you remain dissatisfied with an organisation after its complaints process, you can ask the SPSO to look at your complaint. The SPSO cannot normally look at complaints:

- Where you have not gone all the way through the organisation’s complaints handling procedure.
- More than 12 months after you became aware of the matter you want to complain about, or
- That has been or is being considered in court.

The SPSO’s contact details are:

<table>
<thead>
<tr>
<th>SPSO</th>
<th>SPSO</th>
<th>Free phone: <strong>0800 377 7330</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Melville Street Edinburgh EH3 7NS</td>
<td>Freepost EH641 Edinburgh EH3 0BR</td>
<td>Online contact <a href="http://www.spso.org.uk/contact-us">www.spso.org.uk/contact-us</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Website: <a href="http://www.spso.org.uk">www.spso.org.uk</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mobile site: <a href="http://m.spso.org.uk">http://m.spso.org.uk</a></td>
</tr>
</tbody>
</table>

**Governance of the Complaints Handling Procedure**

**Roles and responsibilities**

Overall responsibility and accountability for the management of complaints lies with The Chief Executive and Extended Management Team.
Our final position on the complaint must be signed off by an appropriate senior officer and we will confirm that this is our final response. This ensures that our senior management own and are accountable for the decision. It also reassures the customer that their concerns have been taken seriously.

**Chief Executive:**
The Chief Executive provides leadership and direction in ways that guide and enable us to perform effectively across all services. This includes ensuring that there is an effective Complaints Handling Procedure, with a robust investigation process that demonstrates how we learn from the complaints we receive. The Chief Executive may take a personal interest in all or some complaints, or may delegate responsibility for the complaint handling procedure to senior staff. Regular management reports assure the Chief Executive of the quality of complaints performance.

**Extended Management Team (Directors and Heads of Department):**
On the Chief Executive’s behalf, The EMT may be responsible for:
- Managing complaints and the way we learn from them.
- Overseeing the implementation of actions required as a result of a complaint.
- Investigating complaints.
- Deputising for the Chief Executive.

However, a member of the EMT may decide to delegate some elements of complaints handling (such as investigations and the drafting of response letters) to other senior staff. Where this happens, the Member of the EMT should retain ownership and accountability for the management and reporting of complaints. They may also be responsible for preparing and signing decision letters to customers, so they should be satisfied that the investigation is complete and their response addresses all aspects of the complaint.

**Complaints Project Manager**
The Corporate Affairs team are responsible and accountable for the management of CHP across the organisation. They are not responsible for responding to Frontline resolution complaints but for insuring that each complaint received by the organisation is investigated and managed by the appropriate people and within the CHP process and timelines. They are also responsible for preparing a comprehensive and regular written report and highlighting any procedural changes in service delivery that could result in wider opportunities for learning across the organisation.

**All staff:**
A complaint may be made to any member of staff in VisitScotland so all staff must be aware of the CHP and how to handle and record complaints at the frontline stage. They should also be aware of who to refer a complaint to in case they are not able to personally handle the matter. We encourage all staff to try to resolve complaints quickly and as close to the point of service delivery as possible to prevent escalation.

**VisitScotland's SPSO liaison officer:**
Our SPSO liaison officer's role includes providing complaints information in an orderly, structured way within requested timescales, providing comments on factual accuracy on our behalf in response to SPSO reports, and confirming and verifying that recommendations have been
implemented. They also have the mandate to escalate poor complaint management/non-compliance with the CHP model to the Chief Executive or Director of the department involved in the handling of the complaint to ensure the process is followed and timelines or procedures are not allowed to slip.

**Complaints about senior staff**

Complaints about senior staff can be difficult to handle as there may be a conflict of interest for the staff investigating the complaint. When serious complaints are raised against senior staff, it is particularly important that the investigation is conducted by an individual who is independent of the situation. We must ensure we have strong governance arrangements in place that set out clear procedures for handling such complaints.

Complaints made about a member of staff will be logged on the Complaints Management System using an agreed format with the HR department. The complaint will then pass directly to the HR department to be dealt with using their process.

**Recording, reporting, learning and publicising**

Complaints provide valuable customer feedback. One of the aims of the complaints handling procedure is to identify opportunities to improve services across VisitScotland. We must record all complaints in a systematic way so that we can use the complaints data for analysis and management reporting. By recording and using complaints information in this way, we can identify and address the causes of complaints and where appropriate, identify training opportunities and introduce service improvements.

**Recording complaints**

The Complaints Management System can be found in the staff service tab on The Hub and will be accessible to all members of staff. The Complaints Management System will be used for recording complaints, their outcomes and any resulting action. All updating will be carried out by members of the Corporate Affairs team who can be contacted at: customer.feedback@visitscotland.com. To collect suitable data it is essential to record all complaints on the Complaints Management System in line with SPSO minimum requirements, as follows:

- The customer's name and address.
- The date the complaint was received.
- The nature of the complaint.
- How the complaint was received.
- The service the complaint refers to.
- The date the complaint was closed at the frontline resolution stage.
- The date the complaint was escalated to the investigation stage.
- Action taken at the investigation stage.
- The date the complaint was closed at the investigation stage.
- The outcome of the complaint at each stage.
- The underlying cause of the complaint and any remedial action taken.

Our Employee’s guide to Complaints document has further information about how to log a complaint on the Complaints Management System.
**Reporting of complaints**
Complaints details are analysed for trend information to ensure we identify service failures and take appropriate action. Regularly reporting the analysis of complaints information helps to inform management of where services need to improve.

We publish on a quarterly basis the outcome of complaints and the actions we have taken in response. This demonstrates the improvements resulting from complaints and shows that complaints can influence our services. It also helps ensure transparency in our complaints handling service and will help to ensure our customers that we value their complaints.

We must:
- Publicise on a quarterly basis complaints outcomes, trends and actions taken on our corporate website.
- Use case studies and examples to demonstrate how complaints have helped improve services.

This information will be reported quarterly to our senior management team and will also be posted on our corporate website [www.visitscotland.org](http://www.visitscotland.org).

**Learning from complaints**
At the earliest opportunity after the closure of the complaint, the complaint handler should always make sure that the customer and staff of the department involved understand the findings of the investigation and any recommendations made.

Senior management will review the information gathered from complaints regularly and consider whether our services could be improved or internal policies and procedures updated.

As a minimum, we must:
- Use complaints data to identify the root cause of complaints.
- Take action to reduce the risk of recurrence.
- Record the details of corrective action in the complaints file.
- Systematically review complaints performance reports to improve service delivery.

Where we have identified the need for service improvement:
- The issue should be passed to the Process Improvement Team in the PMO to be fully scoped.
- The PMO will recommend action required and the implementation plan for improving services authorised by the SMT.
- Once authorised the PMO will appoint a designated ‘owner’ of the issue who will have responsibility for ensuring the action is taken.
- A target date must be set for the action to be taken.
- The designated individual must follow up to ensure that the action is taken within the agreed timescale.
• Where appropriate, performance in the service area should be monitored to ensure that the issue has been resolved.
• We must ensure that all staff learn from complaints.

Publicising complaints performance information
We also report on our performance in handling complaints annually in line with SPSO requirements. This includes performance statistics showing the volumes and types of complaints and key performance details, for example on the time taken and the stage at which complaints were resolved.

Maintaining confidentiality
Confidentiality is important in complaints handling. It includes maintaining the customer’s confidentiality and explaining to them the importance of confidentiality generally. We must always bear in mind legal requirements, for example, data protection legislation, as well as internal policies on confidentiality and the use of customers’ information.

Managing unacceptable behaviour
People may act out of character in times of trouble or distress. The circumstances leading to a complaint may result in the customer acting in an unacceptable way. Customers who have a history of challenging or inappropriate behaviour, or have difficulty expressing themselves, may still have a legitimate grievance.

A customer’s reasons for complaining may contribute to the way in which they present their complaint. Regardless of this, we must treat all complaints seriously and properly assess them. However, we also recognise that the actions of customers who are angry, demanding or persistent may result in unreasonable demands on time and resources or unacceptable behaviour towards our staff. We will, therefore, apply our policies and procedures to protect staff from unacceptable behaviour such as unreasonable persistence, threats or offensive behaviour from customers. Where we decide to restrict access to a customer under the terms of an unacceptable actions policy, we have a procedure in place to communicate that decision, notify the customer of a right of appeal, and review any decision to restrict contact with us. This will allow the customer to demonstrate a more reasonable approach later.

Supporting the customer
All members of the community have the right to equal access to our complaints handling procedure. Customers who do not have English as a first language may need help with interpretation and translation services, and other customers may have specific needs that we will seek to address to ensure easy access to the complaints handling procedure.

We must always take into account our commitment and responsibilities to equality. This includes making reasonable adjustments to our service to help the customer where appropriate.

Several support and advocacy groups are available to support customers in pursuing a complaint and customers should be signposted to these as appropriate.
Customers can find out about advocates by contacting the Scottish Independent Advocacy Alliance.

Scottish Independent Advocacy Alliance
Tel: 0131 260 5380
Fax: 0131 260 5381
Website: [www.siaa.org.uk](http://www.siaa.org.uk)

**Time limit for making complaints**
This complaint handling procedure sets a time limit of six months from when the customer first knew of the problem, within which time they may ask us to consider the complaint, unless there are special circumstances for considering complaints beyond this time.

We will apply this time limit with discretion. In decision making we will take account of the Scottish Public Services Ombudsman Act 2002 (Section 10(1)), which sets out the time limit within which a member of the public can normally ask the SPSO to consider complaints. The limit is one year from when the person first knew of the problem they are complaining about, unless there are special circumstances for considering complaints beyond this time.

If it is clear that a decision not to investigate a customer's complaint will lead to a request for external review of the matter, we may decide that this satisfies the special circumstances criteria. This will enable us to consider the complaint and try to resolve it.
Appendix 1 – CHP Complaints

In the following table contains specific examples of CHP complaints that may be considered at the frontline stage, and suggested possible actions to achieve resolution.

<table>
<thead>
<tr>
<th>Complaint Examples</th>
<th>Possible actions to achieve resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>A customer express dissatisfaction about information held on our website.</td>
<td>Look at the information held on our website and make sure it is accurate. See if the website can be adapted to take the customers concerns into consideration. Inform the customer once all steps have been taken to address the information held on our website.</td>
</tr>
<tr>
<td>A customer expresses dissatisfaction with one of our marketing campaigns.</td>
<td>Take down the details of why the customer is dissatisfied with one of our marketing campaigns and log it on the Complaints Management System. The complaint will pass to the relevant marketing team and will follow their complaints procedure. They will contact the customer in due course.</td>
</tr>
<tr>
<td>A complaint can be about the grade VisitScotland has awarded a property.</td>
<td>Log the complaint and let the customer know that our Quality Assurance Team will look into this issue. The QA Team will follow their complaints procedure and contact the customer in due course.</td>
</tr>
<tr>
<td>The customer expresses dissatisfaction in line with the definition of a complaint, but says she does not want to complain – just wants to tell us about the matter.</td>
<td>Tell the customer that we value complaints because they help to improve services. Encourage them to submit the complaint. In terms of improving service delivery and learning from mistakes, it is important that customer feedback, such as this, is recorded, evaluated and acted upon. Therefore, if the customer still insists that they do not want to complain, record the matter as an anonymous complaint. This will avoid breaching the complaints handling procedure. Reassure the customer that they will not be contacted again about the matter.</td>
</tr>
</tbody>
</table>
Appendix 2 - What is not a CHP complaint

A concern may not necessarily be a complaint. For example, a customer might make a routine first-time request for a service. This is not a complaint, but the issue may escalate into a complaint if it is not handled effectively and the customer has to keep on asking for service.

A customer may also be concerned about a decision made by the organisation. These decisions may have their own specific review or appeal procedures, and, where appropriate, customers must be directed to the relevant procedure.

The following provides examples of the types of issues or concerns that must not be handled through the CHP. This is not a full list, and you should decide the best route for resolution based on the individual case.

Example 1: A CHP complaint is not a complaint about someone’s holiday experience. This type of complaint will be dealt with by the Customer Liaison Team.

Example 2: A CHP complaint is not a complaint about the condition of a visitor’s accommodation, unless it is about the QA grading VisitScotland has awarded. This type of complaint will be dealt with by the Customer Liaison Team.

Example 3: A CHP complaint is not a complaint about the state of public toilets, unless the toilets are in a Visitor Information Centre. This type of complaint will be dealt with by the Customer Liaison Team.

Example 4: If somebody wasn’t happy because they had invited the Chief Executive or Chairman to give a presentation but the time clashed with another meeting would not be considered as a CHP complaint. This type of complaint will be dealt with by the Corporate Affairs Team.

Example 5: A CHP complaint is not a complaint if business has recently been graded and the owner requests information about their score and the criteria of the score sheet. As long as the business is not questioning the grade awarded or making a complaint about VisitScotland then this can be dealt with as a routine request for information.
Appendix 3 - Timelines

General
References to timelines throughout the complaints handling procedure relate to working days. When measuring performance against the required timelines, we do not count non-working days, for example weekends, public holidays and days of industrial action where our service has been interrupted.

Timelines at frontline resolution
You must aim to achieve frontline resolution within five working days. The day you receive the complaint is day 1. Where you receive it on a non-working day, for example at the weekend or on a public holiday, day 1 will be the next working day.

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
<th>Day 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day we receive the complaint, or next working date if date of receipt is a non-working day.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Day 5: Frontline resolution achieved or complaint escalated to the investigation stage.

Extension to the five-day timeline
If you have extended the timeline at the frontline resolution stage in line with the procedure, the revised timetable for the response must take no longer than 10 working days from the date of receiving the complaint.

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
<th>Day 5</th>
<th>Day 6</th>
<th>Day 7</th>
<th>Day 8</th>
<th>Day 9</th>
<th>Day 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day we receive the complaint, or next working date if date of receipt is a non-working day.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Day 10: Frontline resolution achieved or complaint escalated to the investigation stage.

In a few cases where it is clearly essential to achieve early resolution, you may authorise an extension within five working days from when the complaint was received. You must conclude the frontline resolution stage within 10 working days from the date of receipt, either by resolving the complaint or by escalating it to the investigation stage.
Transferring cases from frontline resolution to investigation

If it is clear that frontline resolution has not resolved the matter, and the customer wants to escalate the complaint to the investigation stage, the case must be passed for investigation without delay. In practice this will mean on the same day that the customer is told this will happen.

Timelines at investigation

You may consider a complaint at the investigation stage either:

- After attempted frontline resolution, or
- Immediately on receipt if you believe the matter to be sufficiently complex, serious or appropriate to merit a full investigation from the outset.

Acknowledgement

All complaints considered at the investigation stage must be acknowledged within three working days of receipt. The date of receipt is:

- The day the case is transferred from the frontline stage to the investigation stage, where it is clear that the case requires investigation, or
- The day the customer asks for an investigation after a decision at the frontline resolution stage. You should note that a customer may not ask for an investigation immediately after attempts at frontline resolution, or
- The date you receive the complaint, if you think it sufficiently complex, serious or appropriate to merit a full investigation from the outset.

Investigation

You should respond in full to the complaint within 20 working days of receiving it at the investigation stage.

The 20 working day limit allows time for a thorough, proportionate and consistent investigation to arrive at a decision that is objective, evidence-based and fair. This means you have 20 working days to investigate the complaint, regardless of any time taken to consider it at the frontline resolution stage.

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 5</th>
<th>Day 10</th>
<th>Day 15</th>
<th>Day 20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Day 1:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day complaint received at investigation stage, or next working day if date of receipt is a non-working day.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement issued within three working days.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Day 20:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The organisation's decision issued to customer or agreement reached with customer to extend deadline</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
VisitScotland’s Model Complaints Handling Procedure

Exceptionally you may need longer than the 20 day limit for a full response. If so, you must explain the reasons to the customer, and agree with them a revised timescale.

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 5</th>
<th>Day 10</th>
<th>Day 15</th>
<th>Day 20+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Day 1:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day complaint received at investigation stage, or next working day if date of receipt is a non-working day. Acknowledgement issued within three working days.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**By Day 20:**
In agreement with the customer where possible, decide a revised timescale for bringing the investigation to a conclusion.

**By agreed date:**
Issue our final decision on the complaint.

**Timeline examples**
The following illustration provides examples of the point at which we conclude our consideration of a complaint. It is intended to show the different stages and times at which a complaint may be resolved.

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 15</th>
<th>Day 20</th>
<th>Day 20+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complaint 1</td>
<td>Complaint 2</td>
<td>Complaint 3</td>
<td>Complaint 4</td>
</tr>
<tr>
<td>Complaint 5</td>
<td>Complaint 6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The circumstances of each complaint are explained below:

**Complaint 1**
Complaint 1 is a straightforward issue that may be resolved by an on-the-spot explanation and, where appropriate, an apology. Such a complaint can be resolved on day 1.

**Complaint 2**
Complaint 2 is also a straightforward matter requiring little or no investigation. In this example, resolution is reached at day three of the frontline resolution stage.
Complaint 3
Complaint 3 refers to a complaint that we considered appropriate for frontline resolution. We did not resolve it in the required timeline of five working days. However, we authorised an extension on a clear and demonstrable expectation that the complaint would be satisfactorily resolved within a further five days. We resolved the complaint at the frontline resolution stage in a total of eight days.

Complaint 4
Complaint 4 was suitably complex or serious enough to pass to the investigation stage from the outset. We did not try frontline resolution; rather we investigated the case immediately. We issued a final decision to the customer within the 20 day limit.

Complaint 5
We considered complaint 5 at the frontline resolution stage, where an extension of five days was authorised. At the end of the frontline stage the customer was still dissatisfied. At their request, we conducted an investigation and issued our final response within 20 working days. Although the end-to-end timeline was 30 working days we still met the combined time targets for frontline resolution and investigation.

Complaint 6
Complaint 6 was considered at both the frontline resolution stage and the investigation stage. We did not complete the investigation within the 20 day limit, so we agreed a revised timescale with the customer for concluding the investigation beyond the 20 day limit.
A customer may complain in person, by phone, by email or in writing.

Your first consideration is whether the complaint should be dealt with at stage 1 (frontline resolution) or stage 2 (investigation) of the complaints handling.

**Stage 1 – frontline resolution**

Always try to resolve the complaint quickly and to the customer’s satisfaction wherever we can.

Provide a decision on the complaint within five working days unless there are exceptional circumstances.

Is the customer satisfied with the decision?

- Yes: Complaint closed and outcome recorded.
- No: The complaint is referred to the Scottish Public Services Ombudsman.

**Stage 2 – investigation**

1. Investigate where the customer is still dissatisfied after we have communicated our decision at stage 1.
2. Investigate where it is clear that the complaint is particularly complex or will require detailed investigation.

Send acknowledgement within three working days and provide the decision as soon as possible but within 20 working days, unless there is a clear reason for extending this timescale.

Is the customer satisfied with our decision and with the way we have handled the complaint?

- Yes: Refer customer to the Scottish Public Services Ombudsman.
- No: Complaint closed and outcome recorded.

**Monthly or quarterly**

- Check to ensure ALL complaints have been recorded
- Report performance, analyse outcomes
- Make changes to service delivery where appropriate
- Publicise complaints performance externally
- Tell customers about service improvements.