

## 4.15 Customer Feedback

### 1. Changes from last issue

### 2. Objective

To ensure any feedback given to Aberdeenshire Holiday Activities Camps is dealt with quickly, effectively and courteously in order to continuously improve the camps.

### 3. Dealing with Customer Feedback

Aberdeenshire Council has a formal policy with regard to responding to customer feedback

Any written feedback should be addressed to the Duty Officer in the first instance who will enter it into the Council system and ensure it is dealt with in the set timescales.

If a customer wishes to comment formally on the Camps the leader should refer them to the Duty Officer or Outdoor Activity Officer who will deal with it.

### 4. Dealing with verbal complaints:

- Listen attentively
- Recognise how the person is feeling eg “I can see that this is making you upset and I am sorry about that” but do not express your own opinion and try to avoid any apology that might be construed as an admission of guilt.
- Take the complaint seriously and make notes
- Assure the customer that you will pass their concerns to someone in authority who can deal with them.
- Ask if there is anything which can be done meantime to help

### 5. Dealing with compliments

- Express thanks and appreciation to the customer for taking the time to offer the feedback
- Make a note and pass on to the DO or CLO

### 6. Research

At the end of the camp there will be research done with children and parents which will gather their opinions on a variety of aspects of the camps.

