



DOCUMENT: BDM-CCF-02

DOCUMENT TYPE: Procedure

SUBJECT: CUSTOMER COMPLAINTS & NEGATIVE FEEDBACK HANDLING

REVISION NO: 0

**1. PURPOSE**

To ensure that complaints, negative feedback, appeals or disputes received from the Standards Association of Zimbabwe (SAZ)'s internal and external clients are dealt with completely, effectively and efficiently in order to take the necessary corrective action and to rectify any shortcomings in the Association's procedures and practices and prevent recurrence of the same.

**2. SCOPE**

This procedure covers all complaints, appeals, grievances and negative feedback from organisations or persons inside or outside the SAZ on matters arising from the Association's activities and is applicable to all SAZ Staff.

**3. ASSOCIATED DOCUMENTS**

- 3.0 BDM-BM-07-Brand Manual
- 3.1 BDM-CCF F/1- Customer Complaints Feedback Form
- 3.2 BDM-CCF F/2- Complaints Register
- 3.3 UP-CAP-05- Corrective Action Procedure

**4. DEFINITIONS**

- 4.0 **Complaint**—an expression of dissatisfaction relating to the actions or performance of the Association and or its certified clients.
- 4.1 **Complainant**-An organisation or person who makes the complaint.

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4.2 **Feedback**- this refers to positive or negative reaction to service or performance for the purposes of continual improvement.

4.3 **Investigation** refers to formal or systematic examination of facts

**5. RESPONSIBILITY**

5.0 The Marketing and Business Development Manager has the overall responsibility of ensuring that this procedure is maintained and implemented within the Association.

5.1 Heads of other Departments/Managers are responsible for implementing the procedure in their respective departments.

5.2 All staff members are responsible for forwarding any complaints or negative feedback received to the marketing department

**6. Activity Description**

**6.0 General Rule**

6.1 All complaints and negative feedback to the Association should be directed to the Head Marketing and Business Development who shall maintain a register (BDM-CCF F/2) and ensure that all these are investigated and dealt with as per procedure.

6.2 Complaints/Negative Feedback received by another Division/Department shall be passed on to the Head Marketing and Business Development promptly; who will arrange for it to be handled accordingly.

6.3 Complaints/Feedback may be received verbally, telephonically, through digital platforms, during a discussion, meeting or in writing or when gathering customer feedback. It is essential to obtain as much information as possible, particularly details of the source of

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complaint-name, organisation where applicable, address, telephone number and or proven facts, physical evidence such as samples of products and any other relevant information.

6.4 The Head Marketing and Business Development is responsible for drawing the attention of the relevant head of department and /or the Director General to any complaints/Feedback that warrant their involvement through submission of the BDM-CCF F/1.

6.5 . The departmental heads shall be responsible for handling these complaints and providing appropriate answers for communication to the complainant.

6.6 Complaints which have possible legal implications must be referred to the Director General before any statement or correspondence is sent to the complainant.

6.7 Complaints/Negative Feedback against SAZ staff members should be directed via the Head Marketing and Business Development to the Human Capital Manager who must deal with the complaint through the SAZ Code of conduct.

6.8 All relevant records pertaining to any customer complaint or negative feedback must be kept for a period of not less than three years.

6.9 Procedure on receipt of complaint

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- 6.9.1 Complaints shall be acknowledged to the client in writing within two working days from the date of receipt.
- 6.9.2 All complaints/ Negative Feedback received will be recorded in the BDM-CCF F/2 which is kept by the Head Marketing and BD and statistical summary of all complaints will be discussed at the Quarterly Departmental Heads meeting
- 6.9.3 A BDM-CCF F/1 shall be completed for every complaint and passed on to the rightful department for further investigations.
- 6.9.4 All heads of departments shall ensure that all complaints have been addressed as guided by the corrective action procedure UP-CAP-05 and recorded all actions taken onto the BDM-CCF F/1. The completed BDM-CCF F/1 form and supporting evidence of action(s) taken shall be forwarded to the Head MBD for the purposes of providing feedback to the complainant and closure process.
- 6.9.5 The Head Marketing and BD shall ensure that all complaints and negative feedback, request for help, appeals or disputes be investigated in depth by assigning responsibility to investigate to the relevant Head of Department depending with the nature of complaint.
- 6.9.6 All Open Complaints/Negative Feedback received shall be circulated to relevant HODs Monthly

**6.10 Procedure to close a complaint**

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Each complaint/Feedback will receive a formal report on completion of the investigation. If after an initial examination of the problem, a lengthy investigation is anticipated i.e. longer than seven (7) working days; the complainant must be advised and be given an indication of when the final report will be ready.

In such cases, an interim report approved by the Head Marketing and Business Development, must then be presented to the complainant with an action plan that indicates when the complaint will eventually be resolved.

Reports and letters relating the complaint will be signed by the relevant Departmental Heads. Correspondence relating to complaints with legal implications- will need to be signed by the Director General.

6.11 Appeals

The complainant is entitled to refer the matter to the Director General in the case where he/she feels that the complaint has not been adequately addressed. The Director General will involve the Department Head in the re-examination of the problem. The Director General will sign the resultant correspondence to the complainant. In the case where the complaints become a dispute and or an appeal, the whole issue is referred to the Executive Committee by the Director General, which shall attend to the issue and give its formal decision. Appeals shall be recorded on the BDM-CCF/1 form and handed to the Head Marketing and Business Development.

In case of appeal against decisions made during other SAZ activities (such as certification decisions, laboratory testing, trainings), the appeal shall be expressed formally to the Head of Marketing and Business Development. The Head of

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Marketing and Business Development shall forward the issue to the Director General who shall set up an appeals committee to deal with the matter. Personnel who would have participated in the decision making shall not be part of the appeals committee to ensure that the matter is dealt with in an impartial matter.

6.12 Follow up on Corrective actions.

6.12.1 The Head of Marketing and Business Development shall follow up on all corrective actions identified by each department to assess if the said measures have been implemented.

6.12.2 The follow up shall be done by telephone, email or site visit.

6.12.3 It is the responsibility of the HODs to make sure that all corrective actions have been implemented.

6.13 Dealing with matters that are reported at the courts of law

Where SAZ is requested by the courts of law to supply confidential information relating to its clients, SAZ shall inform the client the information that shall be provided.

7. Records

The following records shall be maintained in the implementation of this procedure.

Record Name / Ref	Custodian	Location	Retention
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Number			Period
BDM-CCF F/1- Customer Complaints Feedback Form	Marketing Manager	Office	3 years
BDM-CCF F/2- Complaints Register	Marketing Manager	Office	3 years
Intermediate reports and or corrective action plans	Marketing Manager	Office	3 years
Close out letter/report	Marketing Manager	Office	3 years

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