



## Complaints Policy

### Policy statement

IWM is committed to setting and maintaining high standards of service and operation across all its branches. Anyone who expresses dissatisfaction with any aspect of their visit or the services which the museum has provided can expect to have their complaint addressed as quickly as possible.

### Definition

A complaint may be defined as an expression of dissatisfaction about any aspect of the museum's service, offer or other operation, or regarding an action or perceived failure on the part of IWM. Complaints may be addressed to the Museum verbally or in writing and it is expected that most of these will be resolved quickly and informally by means of an immediate reply or explanation.

Formal, serious or escalated complaints will usually occur when a complainant remains dissatisfied with an initial response or with any redress already offered. They must be made and replied to in writing.

### Scope and purpose

The policy aims to ensure that complaints received by IWM are investigated, dealt with and responded to in accordance with the museum's internal procedures.

It does not cover complaints or internal review relating to the Freedom of Information Act, for which there are separate policy and procedures. Nor does it cover general feedback received from visitors on various aspects of IWM's operations.

### Delivery

The Director-General will ensure that procedures are in place and publicised, in order that:

- complaints about the museum's actions or omissions are acknowledged and properly investigated; and
- complainants are kept informed about the progress of investigations and receive appropriate responses.

IWM's Complaints Officer will monitor performance and ensure that complaints are handled effectively. Currently this role is held by the Head of Visitor Experience and Customer Services, who will also ensure that single complaints covering more than one area of the museum are properly co-ordinated.

All staff are responsible for implementing the policy and following relevant procedures.

## Procedures

The Museum will operate a system through which complaints will be handled:

- Courteously
- Effectively
- Fairly and
- In a timely and informative manner: complainants will receive a response, or holding reply, within ten days

The museum's complaints procedures are appended to this policy.

## Monitoring

The policy will be monitored *via ad hoc* checks through the CRM system as well as through the quarterly reporting process. Complaints reports will be used to assist the Museum in understanding the views of its users, to identify trends and to improve services where possible. Lessons learned will be communicated to staff.

## Review

This policy was agreed in December 2008

Latest review: September 2017

Date of next review: September 2019