

Swansea Bay Sports Park - Complaint Handling Policy

Definitions

Swansea Bay Sports Park (SBSP) is the umbrella identity for the sports facilities located at Sketty Lane, Swansea, SA2 8QB which includes:

- Wales National Pool Swansea University
- Swansea University Sport Centre
- Swansea Athletics & Hockey Centre

SBSP has been developed and adopted primarily for branding and marketing the Sketty Lane site allowing the facilities listed to adopt a collective approach to improve the customer journey whilst promoting efficiency.

The **SBSP** brand will be utilised in both physical and digital platforms including signage, print media, websites, and social media. These platforms will be a shared resource for all relevant facilities.

Whilst **SBSP** will become the primary and sole identity for the Sketty Lane site, it does not directly replace the existing identities of the individual facilities nor does it create any additional contractual relationship between facilities or alter the legal or ownership status.

Agreement to develop and implement the SBSP approach has been sought from Swansea University Senior Leadership Team, City & County of Swansea Cabinet and Wales National Pool Board.

All references to **'you', 'your', 'yours' or 'Member(s)'** means a current member of SBSP.

All references to **'we', 'us' and 'our'** are references to Swansea University (**SPS**) and/or Wales National Pool Swansea (**WNPS**).

"Manager" A manager is defined as a person who is part of the SBSP management team.

Whilst Swansea Bay Sports Park (SBSP) aims to minimise customer complaints, it accepts that it is almost impossible to satisfy all customer requirements at all times. The following sets out the procedures for dealing with Customer Complaints.

- 1) In the first instance, if a customer approaches a member of SBSP staff with a complaint/comment, then that member of staff must take the time to actively listen to the customer's complaint. Once they have voiced their grievance, then if you can assist, e.g. if they are confused by the timetable then this can be actively explained to them, then you should do so. However it is essential that only **FACTS** are given and not personal opinion, e.g. if a customer complains about the cleanliness of the pool, then an acceptable response would be to inform the customer that their comment had been noted and that measures are being taken to rectify the situation. Full details of the complaint should be noted and a Duty Manager should be informed. The DM should then include details of this in their daily shift debrief. Complaints made to reception where the customer does not wish to formally submit an email or write it down should be noted of the receptionist debrief.

- 2) If staff cannot give a response to their complaint then a Duty Manager should be contacted. As much detail as possible regarding the nature of the complaint should be passed on to the DM to negate the need for the complainant to repeat themselves. The Duty Manager as an operational “duty manager” should listen to the complainant and respond where necessary.
- 3) The complainant should always be recommend to send an email to enquiries.sbsp@swansea.ac.uk on which to record details of their complaint.
- 4) All complaints must be logged daily. This is checked daily by the OM/AA and recorded on the Customer Comment database on the Gladstone S-Drive.
- 5) Complaints submitted by email, social media, or the online cancellation survey must be recorded on the Customer Complaint database.
- 6) All customer complaints made via email or direct message on social media must be responded to within 48hrs of said complaint.
- 7) All public comments made on social media must be evaluated as to an actual complaint or ‘trolling’. If a comment is seen to be of a valid concern, alert a DM or your Digital Media representative. Please do not respond to any comments until the Digital Media representative for your area has been alerted and they consulted with the Digital Media Guidelines. The decision will be whether to engage and if the comment is valid at which time the customer will be encouraged to follow the procedure above and submit an official message for direct response.
- 8) As designated complaints officer, the Office Manager will respond to customer comments on behalf of the Manager. All letters will be approved and signed by the Manager before being sent to the individual concerned. Copies will be forwarded to the Duty Manager with appropriate action points where necessary.
- 9) Where a response to a “Customer Comment” is not requested and where a number of complaints are received concerning the same issue, then details of the actions taken will be posted on the notice board in reception and customers should be directed to this board for their information.
- 10) The customer comment log will be analysed monthly and the result circulated to all staff and users where appropriate. Actions will be delegated to staff as appropriate.
- 11) Where “thank you” letters and positive customer comment cards are received, then these shall be responded to as above and recorded on the customer comment log accordingly.