

Introduction

A Customer Feedback Policy is written document that employees follow when dealing with customers who are not satisfied with Company's products or services. It also lists that how employees should behave so as to improve the overall experience for customers.

This policy sets out Pars Flame Controls approach to feedback made by customers. For the purpose of this policy, «customer» refers to any third party who purchases products and components.

Pars Flame Controls is committed to providing high quality products and services and we want to hear from our customers about the products and services we are delivering. If customers are not happy with the quality of product or a service that they have received, or they way they have been treated by Pars Flame Controls colleagues or employees, they have the right to complain.

This policy encourages all types of feedback and additionally, anyone who has a relationship with Pars Flame Controls can pass on compliments, comments and suggestions.

Customers complaints are actually «opportunities» to enhance our business, and also what our product or services lacks and figure out how it can be fixed and gain customer satisfaction.

Context

We aim to build on our reputation as an organisation, of being a provider of choice and excellence, ensuring we use customer feedback as a driver to deliver the improvements identified and that our customers want. We will inform our customers when they have influenced change to policy and improvements to products and services and publish our findings regularly on our website. Data on complaint handling will be considered alongside other management information at all levels throughout our Company by sharing the data on our unique ERP and CRM.

Providing excellent customer services is one of our main Company objectives and we aim to put the needs and aspiration of our customers at the heart of everything we do. This Customer Feedback Policy complements our Customer Service principles:

- Get it right first time – we aim to exceed customer expectation with the services and products the deliver.
- Keep our promises and do what we say we will
- Provide a timely response
- Keep our customers informed
- Show listening, empathy and understanding
- Access our services – at your convenience

Aims and Objectives

Policy Aims:

the aims of this policy are:

- To increase customer satisfaction by resolving complaints confidentially, promptly and fairly in a consistent manner and listening to all feedback

- To achieve continuous improvement by recording and reviewing areas of the service which cause dissatisfaction amongst customers and learning from the trends that are identified
- To ensure continuous improvement by learning from compliments and feedback

Policy Objectives:

- To set out a consistent framework for dealing with complaints, compliments and feedback
- To make the process accessible, customer focused and customer friendly
- To give colleagues and customers clear guidance as to how complaints, compliments and feedback will be dealt with
- To clarify who can make a complaint or give feedback and who will deal with complaints at the various stages of cooperation with our Company
- To set out the procedures to be followed in complaints resolution
- To clarify what happens when the internal complaints process for Pars Flame Controls has been exhausted with regard to our products or services delivered
- To ensure complaints, compliments and feedback made to our Company are recorded in our CRM and ERP system and reported in compliance with the Customer Feedback procedure
- To act with transparency, correctness, and integrity
- To communicate product information in a clear and transparent manner both internally and with our customers
- To behave professionally and helpful towards customers
- Not to give gifts to customers that exceed normal courtesy practices and that may tend to influence their objective assessment of the product
- To ensure constant attention in production process in order to offer higher quality products
- To collaborate with the end user of the final product to make sure that the end user is fully confident in using the products
- To listen to customers' requirements through constant monitoring of customer satisfaction and complaints, and follow the customer feedback policy
- To use our unique ERP software and combine it with CRM to deliver high quality service

What is complaint?

In line with Pars Flame Controls Complaints Handling Code, a complaint is defined as « an expression of dissatisfaction, however made, about the standard of products or services, actions or lack of action by the Pars Flame Controls, its own colleagues or those acting on its behalf, affecting an individual or customer».

Pars Flame Controls welcomes feedback about its range of products or services and sees complaints as an opportunity to learn from the perspective of our customers. Pars Flame Controls will accept a

complaint unless there is a valid reason not to do so.

Customers may always come up with different types of complaints that may be one or more of the following types:

- **Complaints about colleagues**

depending on the severity of a colleague complaint, a Disciplinary procedure may need to be invoked. Complaints against colleagues will be received by the customer feedback gateways (emails, calls, fax,...) and would be passed to HR manager who will investigate and respond within 10 working days. In these circumstances full details of any action taken against an individual colleague will not be disclosed to the complaint.

- **Complaints about products**

when the products or services doesn't match customer's expectations, a framework has been designed to resolve the technical issue with our customers that is explained later in this document.

- **Late delivery / long waiting time**

this especially true for time-sensitive demands of customers.

- **Repeating the problem**

- **No follow-ups**

failing to provide the customer with regular updates about progress of the complaints

What is a compliment?

We define a compliment as « where customers want to praise or highlight the service offered by a colleague».

Compliments are passed on to colleagues and are logged centrally for sharing more widely, and are used to identify areas of good practice that Pars Flame Controls can learn from.

Passing on comments and suggestions

There may be occasions when customers do not want to make a complaint but want to highlight something that Pars Flame Controls could do differently or in a better way. Comments or suggestions from customers are invaluable and we encourage customers to let us have this feedback to help us to shape and improve the services we offer.

The initial contact with the complainant is key to gather crucial information that will allow an assessment of the concerns correctly, resolve them quickly if possible and build a good ongoing relationship. The following information needs to be obtained from the initial discussions with the complainant:

- What are the issues?
- What impact is this having on them?
- What were they expecting from the service?
- What were they expecting from the product?
- What are they looking for to resolve the complaint?

Feedback should be provided to Pars Flame Controls through its gateways; Customers can pass on feedback in the following ways:

- Email
- Website
- Letter
- Text message
- Telephone
- In person

The Complaints Resolution Process

Pars Flame Controls acknowledges that sometimes we get things wrong or do not meet the high levels of service and products that our customers expect. We want to ensure that we resolve customer complaints about service or product quality as quickly as possible and have therefore develop an engineering approach to clearly process for resolving complaints.

Pars Flame Controls has defined its own procedure to manage its customers complaints that is handled by:

- **Understand the problem:**
Clear definition of the problem, e.g. quality issues, problem in assembly line, transportation, and so on...
- **Identify the causes**
Identification of the cause of the defect(s) through cross-functional team work and
- **Propose solutions**
Analysis of the suspected defect to assess its validity
- **Solve the Problem**
Corrective actions that is necessary to prevent of its re-occurrence of the claimed issue
- **CRM record**
Record in the CRM system, all engaged people learn about the complaint, follow-up, and do not repeat
- **Categorize**
Monitor, track, and categorize customer complaints

Pars Flame Controls has looked at five problem solving techniques that will take our decision making to tackle the raised product quality complaints; the methodologies are:

- **why problem solving techniques**
«when you have a problem, go to the place where the problem occurred and ask the question «why» five times. In this way, we will be able to find the root causes of the problem and we can start treating them and rectifying the problem.»
- **Ishikawa Diagram**
the fishbone or cause and effect diagram, which is used to determine possible causes of a recur-

ring defect in a manufacturing process in a team environment.

- **Plan, Do, Check, Act**

it begins with a planning phase in which the problem is clearly identified and understood, and then, potential solutions are generated and tested.

Customer Feedback Skills

The following skills highlights some of most essential customer feedback policy that should be used in the process:

- **Active Listening Skills**

that entails asking questions and being able to regurgitate the information to the customer.

- **Patience**

when dealing with an upset customer, it is imperative for customer service professionals to have the patience to sift through the mess to find the solution.

- **Honesty**

it is important for customer service professionals to be transparent and honest with customers, even when the message they are sharing isn't necessarily what the customer wants to hear.

- **Aptitude for learning**

customer service professionals must have a high aptitude for learning about products and services and how the Company's products and services rectify the problem.

- **Confidence**

when the customer service rep sounds confident in the solution, it will be much more likely the customer will be on board with the projected solution.

- **Ability to follow through**

this entails staying up-to-date on the latest company policies and procedures to ensure they can follow through with their promises while adhering to the rules.

- **Body Language Control**

it is imperative for customer service representative to control their body language and tone of voice to project a positive image, even when they are on the phone.

- **Adaptability**

working with customers entails countless surprises, some good and some not so good. However, the best customer service professional are always prepared and able to adapt to any situation.

- **Thrives under pressure**

it is important for customer feedback professionals to understand how to thrive under pressure and think ahead toward the solution.

- **Computer skills and mobility**

it is important for customer feedback professional to be comfortable with mobile technology using apps and devices to get the job done for our business to reap the benefits.

- **Leadership skills**

means taking ownership of the customer's problems as well as the ability to offer a solution and see it through.

- **Punctuality and time management**

customer feedback professional must be able to effectively manage their time to follow up custom-

er needs and requirement in a timely manner.

- **Ability to analyse**

customer feedback professionals must be able to receive large amount of input or customer complaints and quickly analyse the situation to find the problem and the most effective and efficient solution.

- **Innovation**

customer feedback professional must be innovative by fearlessly and tirelessly searching for new and innovative ways to solve common customer problems.

- **Negotiators**

since customer feedback professionals are often the face and voice of our reputation, they must be able to negotiate situations to render a win-win situation.

- **Closer**

customer feedback professionals must have the ability to finalize a solution, which is imperative to the process of effective communication.

- **Acting skills**

these skills come in handy when dealing with difficult people or those who are just plain grumpy.

- **Ability to read**

understanding the basic principles of behavioural psychology will help customer feedback professional to read the customer's emotional state, that helps to better prepare to create a personal experience for them.

Our commitment

Pars Flame Controls aims to ensure that any remedy offered in response to a complaint reflects the extent of any and all product or services failure, and the level of detriment caused to the customer as a result. These may include:

- Acknowledging where things have gone wrong
- Responding ASAP
- Providing an explanation, assistance or reasons why a certain approach was taken in fair and open way
- Apologising
- Taking action if there has been a delay
- Reconsidering or changing a decision
- Amending a record
- Changing policies, procedures or practices