

Customer Complaint Procedure.

Customer Care Team.

Where possible, the Customer Care Team (CCT) or Customer Care Supervisor (CCS) will respond to complaints informally wherever possible. However, if concerns cannot be resolved informally, the following complaints procedure should be followed.

- If the CCT or the CCS cannot respond in full of the information they have, they will:
- Identify the best-equipped team to deal with the complaint and forward to that team for a response.
- Once the relevant team has been notified, the CCT will reply to the complainant to advise that it has been passed on to the appropriate team.
- When the appropriate team responds, they will copy the CCT into their response.

If the complaint comes to the Customer Care Team via the phone, they will ask the individual to put their complaint in an email and send it to either the London or Midlands Enquiry email.

When the response has been sent, all relevant information regarding the complaint will then be filed into the Complaint folder which is located on the shared drive.

Once the response has been sent, the CCT will move all information regarding the complaint into the Complaint folder in the K drive.

Front Of House Teams.

If a member of the public complains on site, the member of staff who dealt with the individual will ask the complainant to write their complaint by emailing either the London or Midlands Enquiry email. The complaint should then be reported to the Duty Visitor Experience Supervisor if it involves a visitor on-site or to your line manager for other complaint types.

Time Frame.

The complainant will receive their initial response and an explanation within five working days. The aim is to resolve all matters as quickly as possible. However, inevitably some issues will be more complex and therefore require longer to be thoroughly investigated. Consequently, timescales given for handling and responding to complaints are indicative. The Customer Care team must be informed of any delays to the above timeframe.

Communications and Marketing Team.

If the RAF Museum is privately messaged by an individual who has a complaint about a particular product or service, e.g., via Facebook messenger or a Direct Message via Twitter the Communication and Marketing team will respond to them apologising for the service that they have received and ask them to send their comment onto the Customer Care team via the enquiry email addresses. The Customer Care team will then send an email to that Department making them aware of the complaint.

All pages are checked twice a day, first thing in the morning and at the end of the office day, with holding responses sent to people immediately.

If there is a particular scathing comment placed on our Facebook Pages, which does not adhere to our social media code of conduct, or which is abusive of another person who has posted on our pages, the RAF Museum reserve the right to hide any such comments and ban the author from our social media platforms.

Escalation.

If the complainant does not feel that their complaint has been dealt with in the correct manner, the complaint will then be escalated to the appropriate Head of Department. From there the Customer Care Team should be copied into any response to the complainant so that that they can track the progress of the complaint. If the Head of Department cannot resolve the complaint to the satisfaction of the complainant it will be escalated further to Head of Operations, Midlands, and in their absence the Director of Visitor and Commercial Development

Website Statement.

If you wish to make a complaint then can do so by emailing either london@rafmuseum.org or midlands@rafmuseum.org. Anyone making a complaint on site or via phone, will be asked to put their complaint in an email.

We aim to provide an initial response and an explanation within five working days. The aim is to resolve all matters as quickly as possible. However, inevitably some issues will be more complex and therefore require longer to be fully investigated. Consequently, timescales given for handling and responding to complaints are indicative.