

Feedback & Complaints Policy

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Feedback & Complaints Policy

1.0 Purpose

Marwell Wildlife greatly values all feedback that it receives from guests, whether positive or negative. This policy provides guidance for zoo guests who wish to provide their feedback direct to Marwell, about their experience during a visit.

Marwell uses this feedback to monitor the performance of the organisation and to identify areas of good practise and great guest service, as well as to identify potential areas of concern or improvement.

Marwell commits to responding to all guest feedback in a timely manner where a response is either requested or intimated. Responses will be written to acknowledge, remedy or explain the issues or concerns raised by the guest. There will be no ongoing correspondence aside from exceptional circumstances.

Marwell will respond to any feedback relating directly to guest experience at the zoo and will not normally enter into correspondence relating to general zoological or personal ethical issues.

2.0 Contacting Marwell Wildlife

2.1 How

There are a variety of means by which guests can contact us with feedback or complaints:

- By email at feedback@marwell.org.uk
- By post at:
Marwell Wildlife
Colden Common
Winchester
Hants SO21 1JH
- By telephone (general enquiries) – 01962 777407
- By fax – 01962 777511
- During visit – Ask for the appropriate manager or ask for a feedback slip with feedback contact details.
- Social media – you can post on social media, but will often get a more detailed response if you contact us direct
 - www.facebook.com/marwellwildlife
 - <https://twitter.com/Marwellwildlife>

All of the above information is posted on the 'contact us' page of our website at: http://www.marwell.org.uk/misc/contact_us.asp?css=1. A flowchart is also provided at the end of this policy to assist guests.

In the event of emergency or unplanned events, Marwell will strive to respond within 12 hours to ensure our guests have adequate and timely information prior to any further actions or investigations. Dependent on the nature of the circumstances this may be a form, rather than a bespoke response.

2.1 What to say

Marwell wants to provide the best possible response to guest feedback. To help us achieve this, guests should provide as much detail as possible. Useful information includes:

- What happened?
- Where?
- What date and time?
- The names or descriptions of any staff involved
- Did you ask to speak to a manager at the time?
- Any other pertinent information

3.0 Timescales for responses

Marwell will do its utmost to respond to any guest feedback received within the following timescales. If more time is needed to compile a detailed response, then a holding message will be sent to the guest informing them of this.

An automatic acknowledgement is initially sent to guests who send email feedback.

0 hours	Automatic acknowledgement of feedback sent
2 days	Simpler responses sent to guests from Marwell Wildlife
5 days	More detailed responses sent to guests from Marwell Wildlife

4.0 Escalation

In the unlikely event that a guest is not satisfied with the response they receive to their feedback or complaint they may ask for their complaint to be reviewed by more senior staff. If the guest requests this, the original feedback, coupled with Marwell's response will be reviewed by a senior manager, Director, or, if appropriate, the Chief Executive. The guest will then receive a further response. Correspondence will normally cease following this response.

5.0 Confidentiality and Recording of Feedback

Marwell may record feedback and responses sent for the purposes of monitoring and evaluation. All data will be held in accordance with the (current) Data Protection Act.

All feedback will be treated in the strictest confidence and will only be distributed to those parties required to provide a full response.

No personal information will be shared with any third party or external organisations.

Feedback & Complaints Flowchart

