



Complaints Policy.

Reference:	ALP-HSEQ-POL-0020	Issue No.:	2025-1	Date of Issue	04/11/2025
Originated By:	Lorna Medcraft	Authorised By:	Tracey Ashworth-Golden	Page 1 of 3	

Company Number: 2692108

VAT Number: 438971451

www.alpinefire.co.uk

Alpine Fire, Alpine House, Hollins Brook Park, Bury, BL9 8RN

Complaints Policy

INTRODUCTION

We are committed to delivering efficient and reliable products/services to all our customers and strive to exceed expectations. We understand however that this may not always be achieved and actively encourage customer feedback to improve our operations. We view customer complaints as opportunities for learning and growth. Complaints also offer us a chance to resolve issues and strengthen relationships with our customers.

Our complaints policy is designed to ensure that customer complaints are handled promptly, fairly and transparently. We aim to:

- Publicise the existence of our complaints policy so that customers know how to contact us
- Define and document the criteria for what constitutes a formal complaint
- Establish and maintain a clear, fair and transparent procedure for handling complaints
- Ensure all our employees know how to handle complaints
- Ensure all complaints are investigated fairly and in a timely manner
- Strive to resolve complaints and maintain good working relationships where possible
- Learn from the process and implement continuous improvements where applicable

WHAT IS A COMPLAINT?

A complaint is defined as any expression of dissatisfaction about our products, services, or operations. However, not all negative feedback or expressions of concern constitute a formal complaint. We differentiate between **informal complaints** and **formal complaints**:

Informal Complaint

An informal complaint is expressed casually e.g., in an email or casual conversation and may not necessarily demand a formal resolution. These complaints are often resolved promptly by the person receiving the feedback or their manager. If the issue is unresolved or escalated by the customer, it should then be treated as a formal complaint.

Formal Complaint

A written expression of dissatisfaction that requires a formal response or investigation. It may be submitted by email or letter and can come from an individual or organisation with a legitimate interest in our operations. A complaint of this nature is considered formal regardless of whether it is ultimately found to be justified.

Note: This policy applies only to customer complaints. Employee concerns are covered under our internal *Disciplinary Procedure* and *Grievance Procedure* outlined in the *Employee Handbook*.

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RAISING A COMPLAINT

On the rare occasion that any part of our service does not meet expectations, we have implemented a procedure designed to minimise the inconvenience to our customers and to resolve any complaint in a speedy and satisfactory manner.

Complaints may be submitted to Alpine Group through the following channels:

In Writing: Alpine House, Hollins Brook Park, Bury, BL9 8RN
By E-mail: enquiries@alpinefire.co.uk

It is our policy to ensure that all complaints are taken seriously and are dealt with in a consistent and fair manner. Our complaints procedure includes the following key steps:

- **Acknowledgement:** We will acknowledge receipt of all complaints within 2 working days.
- **Proposed Resolution:** We will provide a proposed resolution within 2 weeks from the date the complaint is received.

If we are unable to provide a resolution, within the expected timeframe due to the complexity of the investigation, we will:

- Update the complainant on the progress of the complaint.
- Provide an indication of when a full resolution can be expected.

All complaints will be handled by our Customer Experience Team. A dedicated complaint handler will be assigned to manage the complaint and will be the main point of contact for the complainant throughout the process. The complainant will be informed of the assigned complaint handler's contact details upon acknowledgement.

CONFIDENTIALITY

We are committed to treating all complaints with the highest level of confidentiality. We will only share complaint information with individuals who need to know in order to facilitate the resolution of the complaint, in accordance with data protection requirements and our privacy policies.

All complaint details will be handled sensitively, and any personal information provided by the complainant will be kept confidential and used solely for the purpose of addressing the complaint.

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