



The Marketing Trainer

Complaints Policy

Monitoring and Version Control

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Purpose

We aim to provide our clients and apprentices with the best possible service. However, from time to time, things do go wrong. Our complaints procedure explains what to do if clients or apprentices are not happy with our services. This procedure covers how to log a complaint, what we will do and timescales, and what to do if you are still unhappy with our response.

Scope

This policy is designed to outline The Marketing Trainer's complaints procedure in the event that an employer, apprentice, or other party wishes to raise an issue or log a complaint of any kind.

Definitions

For the purpose of this policy, a complaint is defined as a formal statement of dissatisfaction following the process for escalation outlined below, and the steps that The Marketing Trainer will follow whilst we endeavour to seek an appropriate resolution.

Commitment

The Marketing Trainer seeks to resolve any issues or concerns as quickly as possible to avoid escalation or further dissatisfaction, leading to formal complaints. Therefore, if you do have a concern, you should discuss this with your assigned Coach or Account Manager, as they may be able to solve the issues informally in the first instance. However, if you are still not happy, you can raise a formal complaint by following the steps below.

Methods to log your complaint

If you are an applicant, apprentice, or employer and you are not satisfied with the service you have been provided and you wish to make a complaint, you can get in touch with us in the following ways:

By email: Email details of your complaint to complaints@themarketingtrainer.co.uk.

By phone: Call us on 024 7670 2503 and ask for a Complaints Officer.

By letter: Complaints Officer, The Marketing Trainer, Little Heath Industrial Estate, Office 3 & 4, Old Church Rd, Coventry CV6 7NB.

You will need to include your full name, a contact telephone number, and email address as well as details of your complaint.

1. Informal complaints procedure

1. Initially, we will aim to resolve most of the complaints by carrying out a discussion with the issuer of the complaint and the appropriate member of staff;
2. The initial complaint may be made verbally or in writing and the member of staff receiving the complaint should make a response within 5 working days;
3. Staff are required to be tactful and courteous in dealing with any complaints;
4. If the individual issuing the complaint is dissatisfied with the response received, they should be guided to using the formal complaints procedure outlined below.

2. Formal complaints procedure

1. Raise your issue or concern by emailing, calling, or sending a letter as discussed above;
 - a. *All complaints received will be logged internally on our systems;*
 - b. *For parents or third parties working on behalf of an apprentice, we will need the apprentice's written permission with a signature and date in order to investigate the complaint.*
2. We will acknowledge receipt of your complaint within one working day and will aim to rectify the problem as soon as possible;
3. Typically, we will aim to resolve your complaint and respond with outcomes within 5 working days;
 - a. *If we require additional time, we will inform you of our proposed actions and when we will respond with an update.*
4. If you are not satisfied with the outcomes, our actions, or our responses to your complaint, then we will escalate this to the Senior Management Team (SMT);
 - a. *We will confirm the date on which the complaint was escalated to the SMT;*
 - b. *The SMT will review the complaint, complete any further investigation required and provide a response within 5 working days.*
5. If our endeavours still do not meet your expectations, you have the opportunity to escalate your complaint further to the Education and Skills Funding Agency (ESFA) via the address provided below:

The Complaints Team,
Education and Skills Funding Agency,
Cheylesmore House,
Quinton Road,

Coventry
CV1 2WT.

Full details of the ESFA complaint procedure can be found on the link below:

[ESFA Complaints Procedure](#)

Please note that the ESFA will only deal with a complaint once the training provider's own complaints procedure has been exhausted.

Confidentiality

All complaints are taken seriously and handled with sensitivity. All complaints will be treated fairly and in accordance with our equality and diversity policy. We will maintain records of all complaints received and report these to the SMT so that we can use the information to improve our services where required. All information stored will follow and align with GDPR and data protection practices.

We will close a complaint once all of the steps in our procedure have been followed and we can reasonably do no more. We will maintain records relating to the complaint for a period of up to 12 months, to ensure that these are available should the complaint be escalated to the Education and Skills Funding Agency (ESFA).