

Policy Owner	Customer Relations Manager	Policy Author/Reviewer	Verena Fuller
Date created/reviewed	1 st October 2024	For the Attention of	All Airport colleagues, workers, business partners, contractors and consultants
Next review date	1 st October 2026		

Purpose and Scope

At Bristol Airport we strive to deliver a seamless customer experience every time a customer visits or makes use of our facilities. Our dedicated Customer Relations team use various means to monitor performance and to identify any trends or areas for improvement.

Should expectations not be met, or if standards slip below our normal high standards, it's important that we capture what's happened and learn from the experience. This policy outlines our approach to complaint management and how we use data insight to continuously improve.

It's important that everyone working at Bristol Airport is familiar with our complaint handling procedure and feels equipped to respond in an appropriate way. The purpose of this policy is to ensure that any action is brought to a fair, consistent, and satisfactory closure and that we do what's right to protect Bristol Airport's brand and reputation.

Policy Statement

Delivering a seamless customer experience is one of Bristol Airport's key strategic priorities; it's crucial that we work together as one Airport team to deliver an easy, personal, seamless and memorable experience which drives increased levels of satisfaction and loyalty. Delivering great service and meeting customer expectations promotes Bristol as an airport of choice and helps to protect our brand reputation.

On the occasions when expectations are not met, for whatever reason, it's important that we respond in an appropriate, fair, and consistent manner. This policy explains our approach and sets out the process that should be followed and explains the importance of capturing learnings and identifying opportunities which can be used to inform decision making. Continuous improvement is integral to our complaints procedure, and we recognise that having a better understanding of our customers' needs and expectation is a key to achieving our business aims.

Objectives

The aims of this policy are to:

- ensure that all Bristol Airport employees understand our approach to complaint handling and the procedure that should be followed,
- explain the importance of capturing feedback to drive improvements,
- to ensure that everyone is aware of what we deem to be unreasonable behaviour and how we manage such instances when they occur.

Definitions

What we mean by a “complaint”

We will treat any expression of dissatisfaction about our services, facilities, or conduct as a complaint, including those which third parties are contracted to provide on behalf of Bristol Airport.

What we mean by “feedback”

It may be the case that we receive correspondence that in our view does not fall under our definition of a complaint or does not raise any issue that calls for an in-depth investigation. In such cases we will log this as feedback on our system and will use this to help drive continuous improvement.

What we mean by “unreasonable behaviour”

When a customer’s behaviour impedes the investigation of a complaint or claim, or causes offence to any member of staff, we will consider this to be unreasonable behaviour. Please refer to the Unreasonable Behaviour section below on how this will be dealt with.

Responsibilities

Head of Customer Operations - champion the insight gained from customer feedback, to deliver the seamless customer experience.

Customer Relations Manager – ensure the policy and procedure is relevant, up to date and shared with all airport colleagues; provide timely insight reports; support the customer relations team so they are trained and have the right tools to fulfil their roles and responsibilities in line with the policy and procedure.

Customer Relations Team – manage complaints in line with the policy and procedure, identifying any trends or concerns in a timely manner.

Customer Claims & Insurance Officer – manage insurance claims in line with the policy and procedure, identifying any trends or concerns in a timely manner.

Corporate Affairs – liaise with the Customer Relations Team, who will support on any complaints that are escalated to the media or where there is a reputational risk.

Sustainability Team – provide support on Noise & Environmental Complaints, liaising with noise consultants to enable full & transparent responses to be provided to the local community.

Business Support – liaise with the Customer Relations Team to manage any complaints that are escalated to the Executive Team.

Colleagues – support the business to deliver a seamless customer experience by following the policy.

People team – provide support to managers if a formal process is required to address any colleagues deviation in following this policy.

How we manage complaints and insurance claims

All complaints are recorded on a dedicated Customer Relationship Management (CRM) system, in compliance with the General Data Protection Regulation (Data Protection Act 2018) and in accordance with our Privacy Statement. [Privacy Vision and Statement \(bristolairport.co.uk\)](https://www.bristolairport.co.uk/privacy)

On occasion, we may receive a complaint from a third party e.g., appointed solicitor or citizens advice centre, acting on behalf of a customer. In such cases, in accordance with data protection regulations, we will ensure that we have permission to discuss the complaint with that third party before taking action.

Central to our complaint management procedure is our commitment to providing a fair, consistent, and inclusive approach which ensures everyone is treated in accordance with our Equality Policy.

Support and training

To ensure that colleagues feel equipped to respond in accordance with this policy we will provide training to new colleagues, refresher notifications via internal communications and reference this policy in the Occupiers Manual.

Whilst we appreciate there may be occasion's that exceptional circumstances occur with regards to complaints handling, if colleagues do not uphold and support this policy and the outcome of those actions have a detrimental impact on the business or its colleagues, the decision may be taken by the appropriate business to consider a formal process; which may include disciplinary or performance management.

Our complaint and insurance claims handling process

Bristol Airport's Customer Relations Team work Monday to Friday 09:00 – 17:00 (excluding Bank Holidays) and ensure that every complaint is acknowledged within two working days. Whilst the team aim to issue a response which details the outcome, within twenty working days, there will be certain complaints which will be prioritised for response. Examples of these complaints are noise, health & safety and special assistance or wellbeing.

So long as the complaint or claim is received within one month of the event, we will process the complaint in accordance with the procedure outlined in this policy. Whilst complaints and claims can be submitted in any form, be that verbal or written, all employees are empowered to resolve the issue at first point of contact. If this is not possible, then the following details should be emailed to customerrelations@bristolairport.com

- customer's name
- customer's email address
- a brief description of the complaint

Alternatively, customers can also contact us by completing a form on the [Bristol Airport website](#).

Stage 1

Every complaint is fully investigated by a Customer Relations Executive or Customer Claims & Insurance Officer; from acknowledging the complaint to providing a full response, they will ensure that the complainant or claim receives a response and outline of any follow-up action to be taken as a result.

Stage 2

If the customer is unhappy with the response, they can request for their complaint and the response to be reviewed by a Senior Manager. The request must clearly explain the reason for their continued dissatisfaction and why a review is warranted. At this stage we will also seek to understand the nature of the resolution the customer is seeking e.g., financial compensation etc.

Bristol Airport is a member of an Alternative Dispute Resolution provider. For complaints regarding special assistance and accessibility, where a resolution cannot be reached, customers can get in contact with them. Details can be found at [Complaints | Contact Us \(bristolairport.co.uk\)](https://www.bristolairport.co.uk/complaints)

Exceptions to our procedure

- Should a complaint not be upheld in accordance with the terms and conditions linked to a purchase/service, we reserve the right to not to escalate the claim.
- Bristol Airport is not responsible for any complaints relating to services provided by an airline, including baggage handling, or the concession business partners. In such cases, customers will be referred to the company who provided that service.
- Whilst a complaint is being investigated, should a customer (or the third party acting on their behalf) bring any litigation claim or legal proceedings against Bristol Airport, we will end the management of the complaint to allow the legal process to take place. This is to ensure that our actions are in no way prejudicial to any such proceedings.

How we measure and monitor performance

Complaint trends and performance are monitored daily and shared with stakeholders across the business. We also keep our business partners informed through channels such as monthly meetings and contract meetings.

We will learn from complaints, using them to implement service improvements and determine future strategies, policies, and procedures where appropriate.

Where a complaint is upheld and financial loss has been incurred, we will seek to address this on a discretionary basis.

Unreasonable behaviour

It is Bristol Airport's aim to bring any complaint to a satisfactory conclusion. However, we take our duty of care to our colleagues and stakeholders very seriously and therefore feel it's important to challenge behaviour which may be deemed unreasonable, deceitful, abusive, offensive, or threatening, whether in person, on the telephone, in writing, or shared via social media.

Should any of these situations arise, we reserve the right to cease communications and to close the case.