

ATHIANI HOLDINGS LIMITED

**COMPLAINTS HANDLING
PROCEDURE FOR
FOR BROADCAST**



VERSION 2016/1.1 (DRAFT)

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OWNER: ATHIANI HOLDINGS LIMITED

INTENDED AUDIENCE: MANAGEMENT TEAM

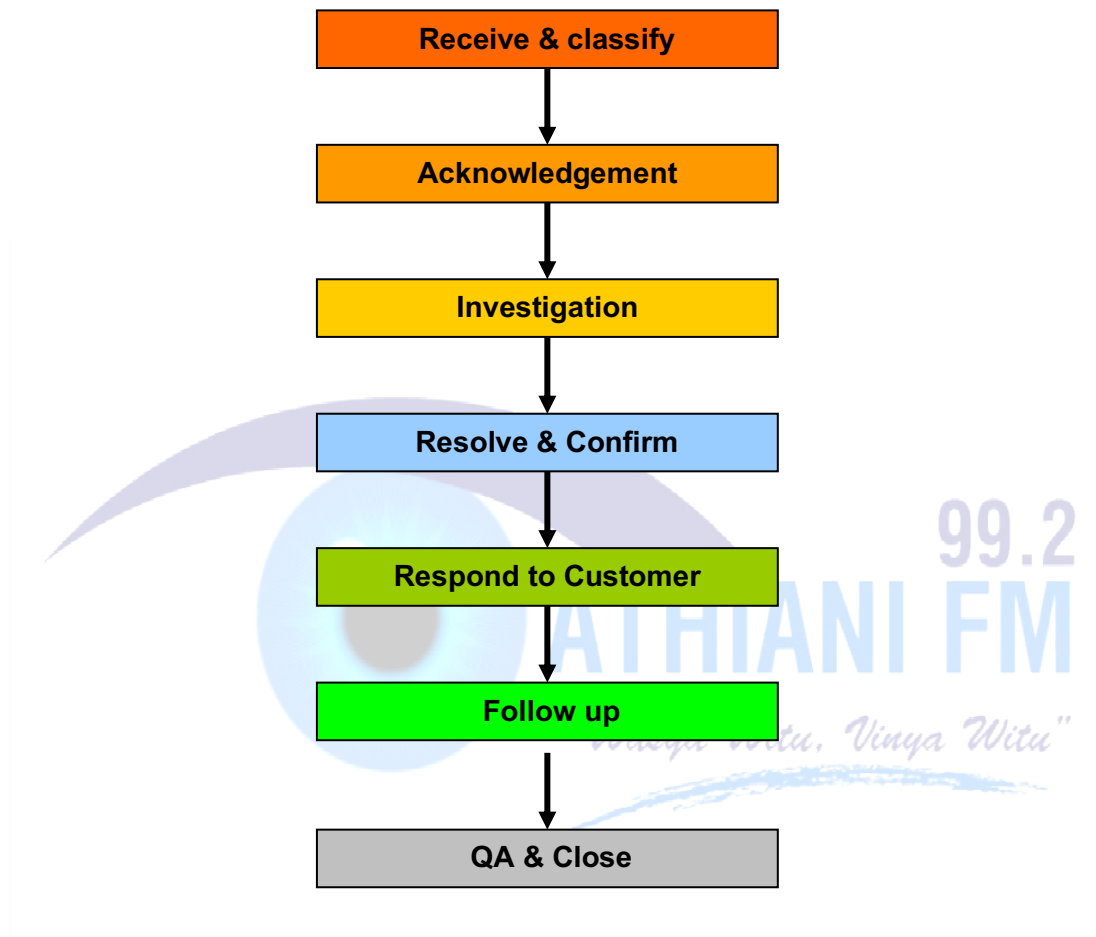
**ATHIANI HOLDINGS LIMITED
COMPLAINT HANDLING PROCEDURE**

Overview	<ul style="list-style-type: none"> ○ This is the official Complaint Handling Procedure across ATHIANI HOLDINGS LIMITED
Objectives	<ul style="list-style-type: none"> ○ To deliver a consistent, high-quality and accountable response to complaints across ATHIANI HOLDINGS LIMITED ○ This quality procedure is in line with the overall Customer Service Strategy and industry 'best practise'
Services Covered	<ul style="list-style-type: none"> ○ All Services
Groups involved	
Document Control	
Date	
Author	<p style="text-align: center;">THOMAS KILONZI</p>
Business Owner	<p style="text-align: center;">ATHIANI FM</p>
Reviewed by	<p style="text-align: center;"><i>"Wasya Witu, Vinya Witu"</i></p>
Update comments	

ATHIANI HOLDINGS LIMITED COMPLAINT HANDLING PROCEDURE

Process Overview

The following key steps must be followed for all customer complaints received by ATHIANI HOLDINGS LIMITED staff:



The requirements for each of these steps is detailed below

The complaint should be addressed to

John Mark
Marketing Manager & Public Relations
Athiani Holdings Limited
Lavington
Hatheru Road
P.O. Box 15357 00509
Nairobi
Email: johnmark@athianifm.com

NB. The Complainant should retain a copy of every correspondence exchanged between the complainant and the broadcaster

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1 Receive & classify

Summary

Ensure that all potential issues are captured by the organization, and classified for escalation, review and action as required.

- Any complaint, issue or negative customer interaction (whether this is formally logged by the customer or not), must be logged and classified for action. Any audience customer filing a complaint should download the Notice of Complaint Form and fill then submit it either through the email address or postal address. The form attached herewith at the end of the document. The form will be available on our website for ease of access and for physically challenged and illiterate we advise them that they liaise with marketing and public relations office or they can avail an agent who can raise their complaints or concerns and the company will be open to resolve any complaint. The languages to be used while lodging complaint are English, Swahili and Kamba.
- All of these complaints must be formally logged using the paper-based forms (see below)
- All complaints must be prioritised as follows:
 - **Priority 1 – urgent**, potential high business impact. **The company requires a response to the customer within 30 working days.**
 - This should be used (sparingly) for major issues where the customer may be either a large national supplier, audience or any customer who is considering moving their business from ATHIANI HOLDINGS LIMITED.
 - Also this could be used in a situation where the customer may be in a position to influence or make public statements that would impact upon the ATHIANI HOLDINGS LIMITED brand or reputation.
 - **Priority 2, - non-urgent**, lower business impact. The company requires a response to the customer within 4 working weeks.
 - This should be used for most complaints with individual customers, as this allows a reasonable time to collect information and produce a balanced response.
- Discretion and flexibility should be exercised in prioritising all complaints
- The staff member logging the complaint should review the complaint and its priority with the Office Manager before proceeding to the next step.
- Office Managers will decide on the appropriate person(s) to carry out subsequent steps, including the investigation.
- All Priority 1 complaints must be escalated immediately to the Office and/or Operations Manager.

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2 Acknowledgement

Summary

Ensure that every complaint receives a formal written acknowledgement, containing an expectation of when they will receive a response, and the person dealing with it.

- All complaints, regardless of priority, should receive a pro forma (see below) acknowledgement sent out 1st class mail on the day of receipt.

3 Investigation

Summary

Follow up all aspects of the complaint, both internal and external, to ensure that the key facts are identified and clarified.

- The priority of the complaint will drive the timescale for completion (30 days for both urgent and non-urgent).
- All areas of interaction and communication should be established (who, what, where, when, why etc) and documented where possible. A committee of investigation shall be established to investigate the matter and it shall have sittings to establish facts including going through relevant materials like the recordings and DTS and any other material that shall be needed in the investigation. The committee shall compare what the complainant will have provided against the station recordings for purposes of varying the information.

4 Resolve & Confirm

Summary

Ensure that the final resolution is clear and fair. Also confirm the proposed action and resolution with another senior person.

- Ensure that the proposed resolution meets corporate guidelines and does not prejudice ATHIANI HOLDINGS LIMITED in any unnecessary legal or financial manner.
- Document the proposed action and discuss and agree with Office and/or Operations Manager.
- Discuss and review the solution form both the corporate and audience viewpoint to ensure fairness and clarity.

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- The review should include recognition and documentation of any underlying issues that have contributed to the complaint and recommendations for actions to prevent further occurrence.
- This should then be reviewed as part of the bi-monthly company reviews.



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5 Respond to Customer

Summary

Provide the customer or audience with the resolution within the timescales promised.

- The details of the findings and proposed resolution should be clearly explained (in written or verbal form as appropriate) to the customer- within the agreed timescales.
- If this cannot be done on time the customer should be contacted by telephone to request further time.

6 Follow up

Summary

Ensure that complaints are followed up to confirm that customers are satisfied with the response given.

- All Priority 1 complaints and 95% of priority 2 complaints must be followed up within a reasonable timescale.
- This will be carried out by the Customer Relations team or Public Relations team
- The follow up should identify the following
 - Is the customer satisfied with the response?
 - Did they feel that their complaint was properly and fairly handled?
- Any negative responses to these questions should be referred to the Chief Operations Officer for action and direct follow up with customers. Any complaint that is not should be forwarded to the Communications Authority of Kenya.

QA & Close

Summary

Ensure that the organization as a whole is aware of complaints and any underlying issues. Plan actions to remove these and prevent future recurrence.

- All complaints should be reviewed monthly as part of the company review meetings.
- Any complaints where action can be taken to avoid recurrent must be acted upon and raised with the appropriate managers/teams across the organisation.

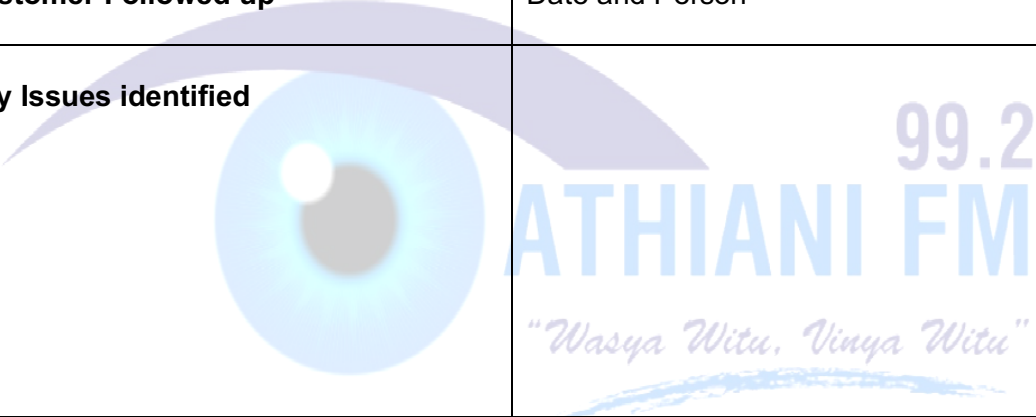
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COMPLAINT LOGGING FORM/SCREEN

KEY DETAILS REQUIRED

Raised by	ATHIANI HOLDINGS LIMITED staff member receiving and logging the complaint
Date	Date and time received
Complaint Code	Classification of complaint type
Complaint Reference No.	System generated
Customer Name	Customer Name
Customer Address	Customer Address
Customer Contact number	Customer Contact number
Service Contract type	Customer's current contract (if any)
Product or service referred to	Fault or PM <i>"Wasya Witu, Vinya Witu"</i>
Description	Description of complaint – details
Business Impact	Description of impact on customers business/operation
Priority	Complaint priority 1 – urgent 2- non-urgent
Acknowledgement	Date letter sent

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Person assigned to	
Corrective action/resolution	Details of findings and proposed solution
Resolution confirmed by	Date and Person
Customer Contacted	Date and Person
Customer Followed up	Date and Person
Key Issues identified	
Long term actions required	
Issues and actions accepted – ATHIANI HOLDINGS LIMITED team	Date and Person

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ACKNOWLEDGEMENT LETTER

Dear

Thank you for contacting us today with your complaint/problem.

We are sorry that you have had to do this and apologise for any inconvenience this has caused you.

We view complaints as positive and helpful feedback and will do everything we can to resolve this fairly and quickly to your satisfaction.

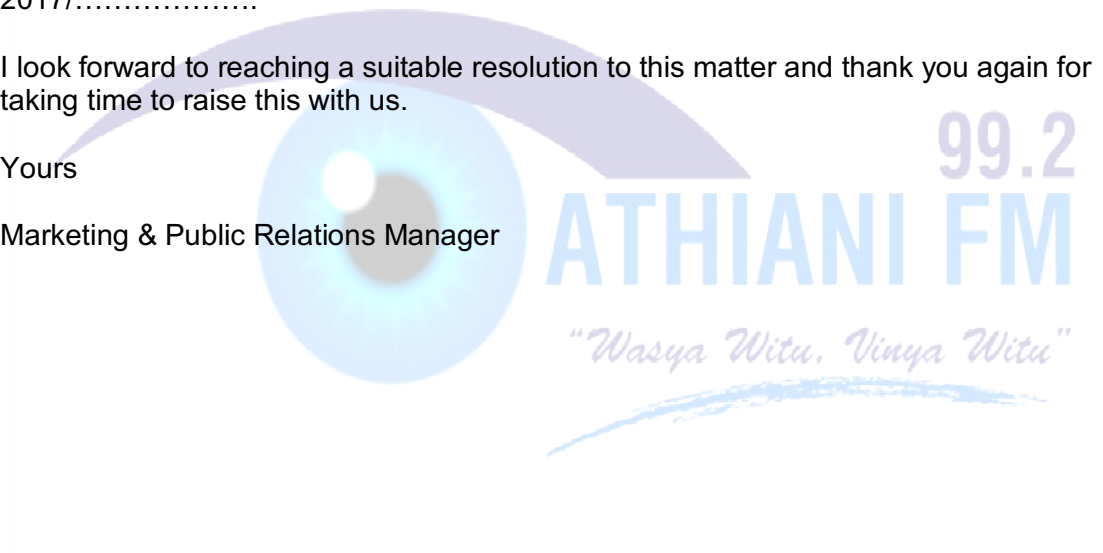
We aim to respond to you within 30 days/4 weeks with a suitable resolution.

Should you need to contact us again regarding this matter, your reference number is 2017/.....

I look forward to reaching a suitable resolution to this matter and thank you again for taking time to raise this with us.

Yours

Marketing & Public Relations Manager



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ANNEX 1

**FORM AHL/PRG/2017/01 - NOTICE OF COMPLAINT FORM FOR
AUDIENCE**

PARTICULARS OF COMPLAINANT	
Name:	
ID No./Passport No./Company Registration No:	Office No: Mobile: Email address :
Postal Address:	
Particulars of offending Broadcaster	
Name of company:	
Postal Address:	
Email Address:	
Physical Address:	
Have you referred the complaint to any of the following parties (please tick (✓)): [] Athiani Holdings Limited (ATHIANI FM) [] Media Council of Kenya [] Communications Authority of Kenya [] Others/specify	
Contact Person authorized to receive and handle complaints	
Complaint Details:	
Sections of Regulations/Code you believe have been breached:/Grounds of complaint:	

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Supporting Documents:

Remedy sought:

COMPLAINANT DECLARATION

I/We hereby agree that the information provided is/are true.

Date

Signature/

(insert company rubber stamp or seal)

FOR OFFICIAL USE ONLY

Complaint

No.....

Date Case

Received.....

History of Resolution (tick(√))

Dissatisfied with ATHIANI FM's remedy

No response from ATHIANI FM

Has not first contacted ATHIANI FM

Recommended way forward:

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To be attended to by COMMUNICATIONS AUTHORITY OF KENYA (CA)

Not complete. Request complainant to submit Missing Information

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Rejected (To be first referred to the ATHIANI HOLDINGS LTD – ATHIANI FM)

Others.....

Date:

Name & Signature of Authorized officer

