



Customer Feedback Procedures

January 2015 (revised April 2016)

Customer Feedback Procedures

1. Context

These procedures support the Libraries NI Customer Feedback Policy and should be read in conjunction with that Policy.

2. Background

Libraries NI welcomes feedback, including complaints, from our customers. Feedback allows us to identify and repeat what is good, correct any problems with our service and helps us improve what we do and how we do it.

3. Customer Feedback

The Customer Feedback Policy and these Procedures recognise that customer feedback is very often given verbally and at the first point of customer contact. Libraries NI requires its staff to respond to feedback at the earliest opportunity, to acknowledge compliments and to deal proactively with complaints. When dealing with a complaint Libraries NI staff should ensure that relevant Policies are adhered to, that appropriate action is taken to remedy the matter being complained about and to check that the customer is satisfied with the action taken.

The Customer Feedback Policy and these Procedures also recognise the right of customers to provide feedback in a written form along with the fact that not all complaints can be dealt with either immediately or to the customer's satisfaction.

The following procedures set out in detail the steps to be taken by Libraries NI in responding to written customer feedback.

4. Procedures

4.1 Policy and Procedures Documentation

Library Branches and Mobiles, including Home Call vehicles, should ensure that Customer Feedback Forms (see Appendix 1) are available and clearly displayed. A notice highlighting the existence of a Customer Feedback Policy should also be clearly displayed. Copies of the Policy and Procedures will be placed on the Staff Web and Libraries NI's website. Copies of the Policy and Procedures should be made available on request.

4.2 Written Feedback

4.2.1 Actions required at all Libraries NI locations:

- (i) On receipt, unless addressed to a specific individual (e.g. Chief Executive), all written feedback should be opened. Feedback addressed to a specific individual should be forwarded to that individual by means of quickest method available (including first class post);
- (ii) Opened feedback should be date stamped, or in the absence of a date stamp, the date of receipt clearly written on the form / letter;
- (iii) Within 1 working day of receipt, the form / letter should be scanned as a PDF or JPEG and the resulting electronic document renamed in the following way:
date of receipt/customer surname/anonymous/Library Branch/location.
Examples include:
3Nov2010/Smyth/BallymenaCentral,
15Dec2010/Anon/ChiefExecsOffice;
- (iv) This electronic document should then be forwarded by email, within 1 working day of receipt, to customerfeedback@librariesni.org.uk;
- (v) The hard copy feedback should be retained and should be filed in a Customer Feedback File (and maintained and retained in accordance with relevant Library NI Policies and Procedures).

4.2.2 Action to be taken by the Staff Development Manager (SDM)

- (i) All customer feedback received at customerfeedback@librariesni.org.uk will be dealt with by Libraries NI Staff Development Manager (SDM) or a member of staff appointed to act on his/her behalf;
- (ii) The SDM will forward all feedback in accordance with the following guidelines:
 - Branch specific feedback – relevant Assistant Director (AD) and Operational Manager (OM);
 - Theme specific feedback – relevant AD and Theme Lead;
 - Corporate Feedback – relevant Director;
 - Feedback relating to Stock – Stock Manager and/or relevant AD and OM;
 - Feedback relating to Public Access Terminals – ICU Manager and/or relevant AD and OM;
 - Feedback relating to Libraries NI website – Head of Strategic Marketing and Communications and relevant AD and OM;
 - Feedback relating to Business Support – Director of Business Support and relevant Head of Section; and

Other Feedback – as deemed appropriate by the SDM.

- (iii) Feedback will be forwarded in accordance with these guidelines within 2 days of receipt in Libraries NI;
- (iv) The SDM will maintain a record of all feedback received.

4.2.3 Feedback addressed to a specific individual

On receipt, this feedback should be opened and date stamped. The correspondence should be scanned and copied to the SDM within 1 working day of receipt. The scan should be renamed in accordance with the above instructions.

4.2.4 Feedback received via Social Media

In acknowledging the different context in which messaging via social media is sent and needs to be responded to the following procedures shall be adhered to:

- (i) Messages that are conversational in nature will be responded to by the Marketing team. In doing so Marketing staff will liaise as necessary with Library Services and / or Business Support staff to ensure that the response is appropriate and sufficiently informed. These responses will be issued within 1 working day of receipt of the original feedback. This feedback will be treated as though it were given verbally and as such will not be included in published statistics. However, an electronic copy of the feedback and response should be retained in accordance with Para. 5 - Record Keeping.
- (ii) Messages that are more complicated and require a more considered response and therefore cannot be responded to within 1 working day of receipt should be redirected either by requesting that the correspondence is dealt with by email or redirecting the sender to the Customer Support Unit. This redirecting will be done by Marketing staff and will occur within 1 working day of receipt of the original message. When feedback has been redirected in this way then it is treated in accordance with the Procedures set out in this document.

4.3 Responding to feedback

All feedback should be responded to.

4.3.1 Acknowledgement

The SDM will arrange for an acknowledgement of all Feedback to be issued to the customer within 2 working days of receipt by Libraries NI. The acknowledgement will indicate that the customer is likely to receive

a substantive reply within 15 working days and that if this not possible then a holding reply giving the reasons for the delay will be issued.

A sample acknowledgement letter is attached (Appendix 2).

4.3.2 Response

The response should issue to the correspondent within 15 working days of receipt of the feedback. The response should be issued by the AD or a member of staff appointed to act on his/her behalf and should: (i) refer to the feedback received; (ii) provide a response to all points raised by the correspondent; and (iii) clearly identify the person responding on behalf of Libraries NI together with their contact details.

In order to ensure that a response is issued within 15 working days, the SDM will arrange for contact to be made with the Officer responsible for issuing a response after 10 days (unless a response has already been issued and copied to the SDM). This contact will be to ensure that the correspondence is being dealt with and that a response is being made.

A sample response letter is attached (Appendix 3).

It is acknowledged that in certain circumstances written customer feedback is best responded to through a direct conversation with the customer. However, these procedures require that in all circumstances a written response is made to written feedback. Where a telephone or face to face response has been made then a letter summarising the conversation should be issued.

4.3.3 General guidance regarding letters of response

All responses should be in line with Libraries NI stated Policies and Procedures.

Where a policy or procedure is referred to a copy of that policy or procedure should be enclosed.

All responses should be in line with the Libraries NI Style Guide.

All responses to complaints should include the following wording: I trust that you are satisfied with how your complaint has been handled. If you remain dissatisfied then you are invited to write, stating so, to either the Chief Executive or the Chair of the Libraries NI Board. Both can be contacted at Lisburn City Library, 23 Linenhall Street, Lisburn BT28 1FJ. You are also reminded of your right to contact the Northern Ireland Public Services Ombudsman should you be dissatisfied with how you have been dealt with. The Ombudsman can be contacted at Progressive House, 33 Wellington Place, Belfast, BT1 6HN, by

telephone at 02890 233821, by Freephone 0800 34 34 24, by email at nipso@nipso.org.uk or at Freepost NIPSO.

4.3.4 Responses taking longer than 15 working days

In exceptional cases, where the response is likely to take longer than 15 working days, a letter should be issued to the correspondent stating that the response will take more than 15 working days to issue, provide a explanation for the delay and provide a date by which a response will be issued. This letter should be issued no later than 12 working days after receipt of the feedback. In such cases an email should be sent to the SDM setting out the reason/s for the delay and indicating when a response will be issued. This email should be sent no later than 12 working days after receipt of the feedback.

4.3.5 Working days

For the purposes of these Procedures, working days will be considered to be Monday to Friday, excluding any Statutory Holidays.

4.3.6 Flowchart

A flowchart summarising these Procedures has been included at Appendix 4.

5. Record Keeping

As per the procedures above, the original feedback should be retained by the Branch, Centre or person to whom the correspondence was addressed. This should be retained in a folder marked Customer Feedback and should be retained for a period of 5 years.

The SDM will establish and retain a record of all feedback received. These records will be retained for a period of 5 years.

A copy of the acknowledgement should be retained by the SDM or a member of staff appointed to act on his/her behalf. These records should be retained for a period of 5 years.

A copy of the response should be retained by the AD or a member of staff appointed to act on his/her behalf. A copy of the response should also be sent to the SDM. These records should be retained for a period of 5 years.

6. Reporting on Feedback received

On a half-yearly basis (November and May) the SDM will report on feedback received for the half-year just ended (April to September and October to March respectively). Reporting will include numbers

received (total, by Business Area, area of business), nature of feedback (comment, compliment or complaint), response times (average, range, number requiring more than 15 days) as well as examples of feedback and responses. Where available, examples of change made to policies and procedures as a result of feedback received will also be reported on.

This report will be issued to the HR Manager and to the Director of Business Support.

A copy of the report will be forwarded to the Senior Management Team and the Business Support Committee. Arrangements will also be made to ensure that the key findings from the Report are forwarded to the Department for Culture, Arts and Leisure.

7. Learning from Feedback received

In order to help Libraries NI learn from feedback received, ensure that good practice is repeated and that mistakes and bad practice are not repeated the following procedures will be put in place.


The SDM will maintain a record of all responses made to feedback received.

At the start of each month the SDM will prepare a summary report detailing the feedback received in the previous month.

Feedback that is Library Services specific will be forwarded to the OMs in time for their monthly meeting and shall be dealt with as an Agenda Item. As appropriate, lessons learned shall be discussed and actioned with a record maintained in the minutes of the meeting.

Feedback received that is Business Support specific will be forwarded to the Business Support Managers in time for their monthly meeting. As appropriate, lessons learned shall be discussed and actioned with a record maintained in the minutes of the meeting.

Sample Letter of Acknowledgement:

 Chief Executive Irene M. Knox BA, MBA, Dip Lib	Please respond to
Addressee Address1 Address2 Address3 Postcode	
Date	
Dear	
Customer Feedback	
Thank you for your letter dated date/month/year about ??.	
Your feedback has been passed on to the relevant staff and a full reply should be sent to you by no later than date/month.	
Yours sincerely	
Name <u>Title</u>	
Libraries NI Headquarters: Lisburn City Library, 23 Linenhall Street, Lisburn, Co Antrim, BT28 1FJ www.librariesni.org.uk enquiries@librariesni.org.uk 028 9263 5322 028 9263 5329	
The Northern Ireland Library Authority	

Sample Response:

 Chief Executive Irene M. Knox BA, MBA, Dip Lib	Please respond to
Addressee Address1 Address2 Address3 Postcode	
Date	
Dear	
Customer Feedback	
Thank you for your letter dated date/month/year about ??.	
Libraries NI welcomes feedback, including complaints, from our customers. Feedback allows us to identify and repeat what is good, correct any problems with our service and helps us improve what we do and how we do it.	
Libraries NI has recently reviewed its book sale practices and has decided to sell stock no longer required in large sales throughout the province. These larger sales are more cost effective for us and allow us to offer a larger number and selection of books at each sale. Book sales will be held regularly and those scheduled over the next few months include: ??. Future sales will be advertised on our website (www.librariesni.org.uk) and in our Branches.	
I trust that you will be able to visit one of these sales.	
I trust that you are satisfied with how your complaint has been handled. If you remain dissatisfied then you are invited to write, stating so, to either the Chief Executive or the Chair of the Libraries NI Board. Both can be contacted at Lisburn City Library, 23 Linenhall Street, Lisburn BT28 1FJ. You are also reminded of your right to contact the Ombudsman should you be dissatisfied with how you have been dealt with. The Ombudsman can be contacted at Progressive House, 33 Wellington Place, Belfast, BT1 6HN, by telephone at 02890 233821, by Freephone 0800 34 34 24, by email at nipso@nipso.org.uk or at Freepost NIPSO.	
Yours sincerely	
Name <u>Title</u>	
Libraries NI Headquarters: Lisburn City Library, 23 Linenhall Street, Lisburn, Co Antrim, BT28 1FJ www.librariesni.org.uk enquiries@librariesni.org.uk t : 028 9263 5322 f : 028 9263 5329	
The Northern Ireland Library Authority	

Flowchart: Handling Customer Feedback

