
Great Western Railway

Our Complaints Handling Procedure

How we deal with complaints
and complaints data

March 2016



What's inside?

Improving our service	04
Customer data and the Data Protection Act	10

Improving our service



We know that the needs of communities and our customers change. And we want to carry on living up to your expectations, and our own high standards.

So when you get in touch with us with a complaint or some feedback, we record all the details – good and bad. We share your comments with the relevant areas of the business in daily, weekly and monthly reports. They go to the managers and senior managers responsible, as well as our directors.

The reports help us work out where we can improve, and what changes we need to make to give our customers a great service. That's why we're always happy to hear from you.

We will:

- use the complaint data to identify the root causes of complaints
- take action to reduce the chance of a similar issue happening again
- regularly review our performance when dealing with complaints to improve how we deal with them

We will also provide data to the Office of Rail and Road (ORR) on the number of comments and complaints we receive and how quickly we deal with them.

Recording complaints

All complaints, and any other comments, are recorded on our Customer Relationship Management (CRM) system against a set of categories that cover every aspect of the service we provide. This data is collated centrally and used to generate a number of daily, weekly and monthly reports that are passed to the managers responsible for that area of the business so trends can be identified and problems resolved.

Further high level reports on GWR complaint data is made available to both the senior managers and board of directors within GWR and used to contribute to high level governance and accountability for the service provided.

Each complaint made to us is important and valuable feedback on the service we have provided and feeds into an internal continuous improvement approach which seeks to identify the underlying causes of customer dissatisfaction. Each area of GWR meets regularly to review performance and to plan for the future. Accurate complaint data contributes to this process.

GWR complaint data is also shared with the ORR on a periodic basis.

Record keeping

All complaints are recorded along with general information that helps us identify areas of improvement. They include:

- journey information such as where the journey began and ended
- the date of travel
- the class of travel
- the type of ticket held
- the date of the journey
- the name of the advisor who dealt with the complaint
- the date we received the complaint, and the date we responded

When recording complaint data, the contact details, and any information that could identify the complainant is not included.

Staff complaints

All complaints regarding a GWR member of staff are recorded on our CRM and a full report of the customer's experience, along with any other supporting evidence is made available to their line manager as soon as possible so an investigation can take place.

Due to staff confidentiality we won't share the results of any disciplinary action that may, or may not have taken place as a result of the complaint.

We will also not discuss any staff complaints on any public Social Media forums.

Training

All customer facing GWR staff receive training in how to identify and resolve customer complaints. An ability and empathy to do so also forms part of our recruitment process and is embedded into the customer focused culture within GWR.

We commit to ensuring all GWR staff, including any staff working on our behalf, are aware of our Complaints Handling Procedure and know how to direct complaints to the Customer Support team.

Our Customer Support team receives extensive training regarding how to identify a complaint, how to ensure each issue raised with us within that complaint is accurately recorded on our CRM, and how to resolve the complaint to the customer's satisfaction.

Quality Assurance

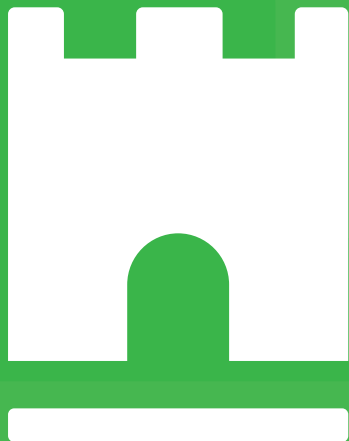
We regularly monitor our Complaints Handling process to make sure it is as effective as possible and adheres to the standards and commitments we have made to our customers. All calls to our Customer Support team are recorded and monitored to make sure we are dealing with complaints in the best way possible.

The Customer Support manager regularly reviews a sample of both calls and correspondence sent to our Customer Support team.

Each Customer Support advisor has their work monitored each month against a Quality Assurance framework to make sure our high standards are maintained. When appropriate, additional training and coaching is provided.

We also survey customers who have used our Customer Support service to see how satisfied they were with the process, and outcome of their complaint.

Customer data and the Data Protection Act



Keeping your details secure is a top priority for us. So we follow our Privacy Policy and the Data Protection Act (DPA) very closely.

Here's what you can expect from us when it comes to keeping your details secure.

- We won't share any confidential information with any third parties without a customer's permission in writing – unless we have to meet our responsibilities to insurers, other train companies, Transport Focus, London TravelWatch, and any statutory bodies like the Department for Transport, ORR or RDG (Rail Delivery Group, formerly the Association of Train Operating Companies)
- The ORR and RDG might use customer information for research purposes – for example, they may contact customers to find out more about why they complained. Customers can always opt out of this if they want to
- When contacted, we store customers' personal details on our dedicated and secure systems
- We're committed to the DPA and to protecting any personal data we hold on our systems
- We train all of our staff in how to follow the DPA, and we review our processes regularly to make sure they're in line with the act

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- All correspondence sent to our Customer Support team is stored electronically on our CRM. Any paper mail is scanned onto the CRM and the original held in storage for 6 months before being securely destroyed
 - If we don't hear from a customer for 3 years, we will securely and permanently delete any personal details held on our systems



Further information



Freepost

GREAT WESTERN RAILWAY
CUSTOMER SUPPORT

GWR.com

03457 000 125 (0600 to 2300 daily
except Christmas Day)



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