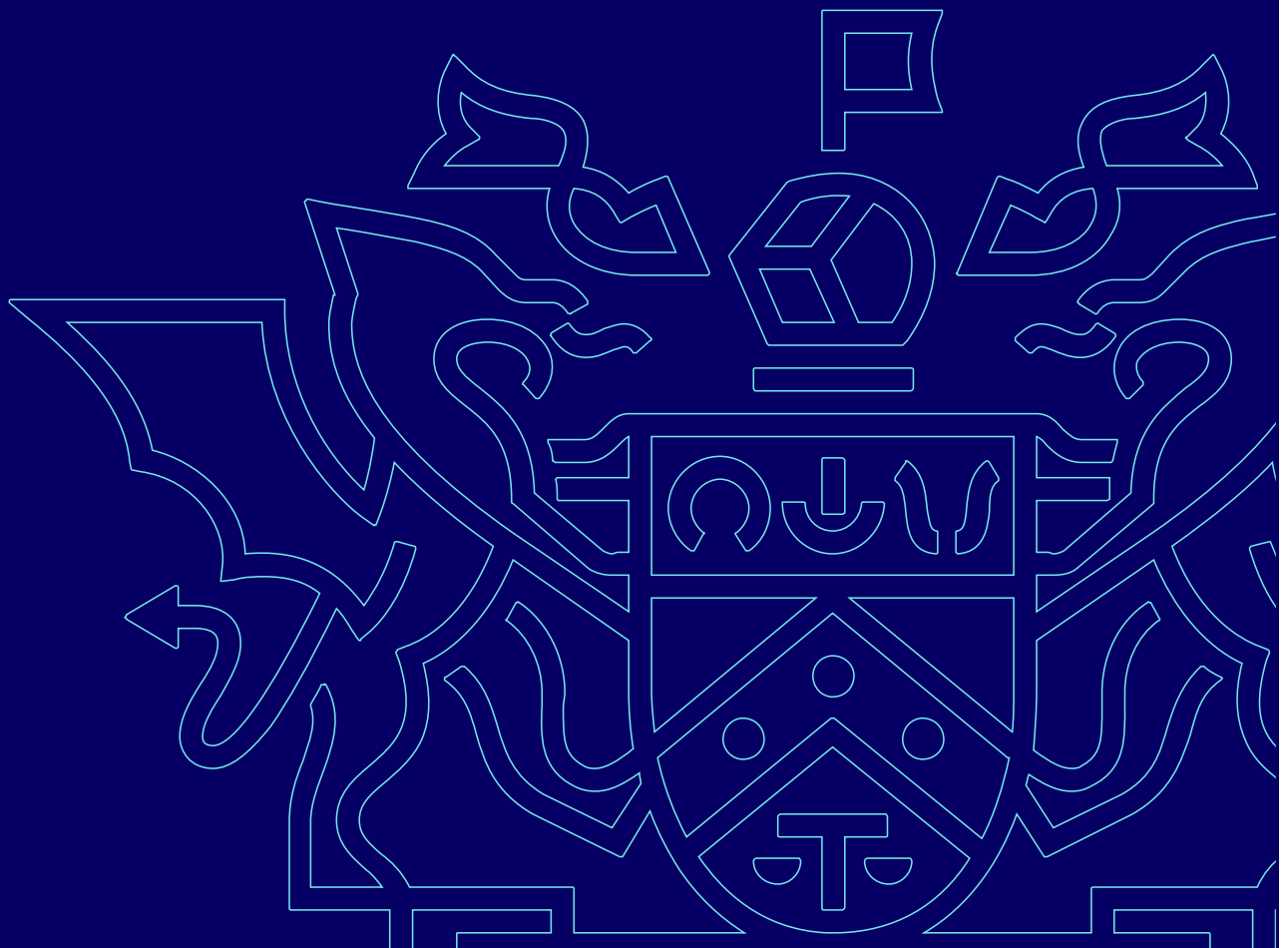




CX097 CIM Complaints Policy



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|-----------------------|--|-------------------------|--|
| POLICY TITLE | CIM Complaints Policy | | |
| POLICY VERSION | V5 | POLICY REFERENCE | CX097 |
| REVIEWED DATE | February 2025 | NEXT REVIEW DUE | February 2026 |
| POLICY OWNER | Director of Membership, People & Workplace | RISK REGISTER | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| | | STAFF INDUCTION | <input type="checkbox"/> Yes <input type="checkbox"/> No |

| Related Documents | | |
|-------------------------|--|---|
| Document Title | Document owner | Location |
| Customer Service policy | Director of Membership, People & Workplace | https://my.cim.co.uk/mycim/studying/policies/ |
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Purpose

The Chartered Institute of Marketing (CIM) strives for the highest standards in service delivery. However, if we fall short of your expectations and you wish to make a formal complaint, this policy sets out the process.

The objectives of this policy are to confirm that:

- Individuals have a fair and effective way to complain about the service provided
- Everyone knows how to provide feedback and how a complaint will be handled
- Complaints are dealt with consistently, fairly, and sensitively within clear time frames
- Complaints are acted upon and, where appropriate, used to improve CIM services

Scope

CIM welcomes all feedback from members, delegates, and other service users, on any aspect of CIM services. Such feedback is invaluable in helping us to evaluate and improve. (Customers of CIM Business Centre can provide feedback via – feedbackmh@cim.co.uk)

We will view a complaint as a communication to CIM where a customer tells us they have found a situation or experience unsatisfactory.

CIM will ensure that it:

- Liaises with you, unless express permission is granted that CIM should liaise with a third party
- Handles all complaints in a confidential manner, wherever possible
- Investigates the complaint fully, objectively, and within the stated time frame
- Records, stores, and manages complaints accurately and in accordance with relevant legislation
- Notifies the individual making the complaint of the results of the investigation
- Informs the individual making the complaint (where appropriate) of any action that will be taken to ensure that there is no re-occurrence

- Monitors the number of complaints received, the outcome of investigations and any actions taken as a result
- If a complaint uncovers a failure in an assessment process, the CIM Awarding Body will take all reasonable steps to identify what caused the issue, correct or mitigate any adverse effect, and take steps to ensure that the failure does not reoccur.

Policy statement

Contact details

Email: comments@cim.co.uk

Post: Quality and Complaints Manager, CIM, Moor Hall, Cookham, Berkshire, SL6 9QH, UK

Telephone: +44 (0)1628 427120

Complaints procedure

Each complaint will be acknowledged within two working days of receipt, and when further investigation is required, responded to within 20 working days.

Dependent on the area of the business that your complaint relates to it will be handled by the relevant department manager.

CIM reserves the right not to enter into further correspondence once this process has been followed and our findings have been communicated.

Complaints concerning Accredited Study Centres (ASC)

Members who have a complaint about ASC's should follow the ASC's complaints procedure to seek a resolution. If the issue remains unresolved, then escalation to CIM is appropriate via this policy.

Our Awarding Body is regulated by the following:

Ofqual: - <https://www.gov.uk/government/organisations/ofqual/about/complaints-procedure>

Council for the Curriculum, Examinations & Assessment (CCEA): - <https://ccea.org.uk/contact/complaints>

Qualifications Wales: -

<https://qualifications.wales/about/complaints/#:~:text=We%20aim%20to%20learn%20from,the%20relevant%20member%20of%20staff.>

If your complaint relates to a CIM member

Information can be found here in our [Code of Professional Conduct](#) and any emails relating to a potential breach of the Code of Professional Conduct will be forwarded to the Institute Secretary. The complaints process will be managed by the Institute Secretary.

Monitoring complaints

Complaints provide important insight which, along with data provided by user feedback, surveys and focus groups, allows CIM to improve the services it provides.