

## Water Retail

# Customer Complaint Handling Process

### Our Approach

Our approach to Customer / Account Management starts with putting the customer at the centre of our business. So, our primary aim is make sure we make life as easy for the customer as possible when they are dealing with ADSM. This means trying to get things right first time for them and thinking about their needs and requirements before ours. The directors at ADSM are very hands on and ensure that customer service KPI is tracked on their daily management dashboard.

Our policy is to respond quickly to any queries and communicate with the client succinctly, to provide a reliable and appropriate levels of detail to solve the query. We understand that every customer and every query can be different and therefore, we have a flexible approach to those needs and requirements.

Customer service matters are allocated different resources dependent on the complexity of the query. For instance, customer sites that contain a more complex infrastructure would require more resources in order to monitor, resolve and evaluate queries.

As each client joins ADSM we ensure that they have a dedicated account manager who will take responsibility for mobilising their service provision.

### Complaints Procedure

- Complaints can be made orally and / or in writing
- Should any customer be unhappy with any aspect of the way their service provision is being managed they can contact their dedicated account manager. The issue will be logged as 'Tier 1 Feedback' and the account manager will attempt to resolve the issue during the initial call.
- Should the issue not be resolved during the call then it will automatically be escalated to a 'Tier 2 Complaint' and will be acknowledged by letter or email and a reference provided. The senior management team, including a senior manager and Complaints Manager, will investigate and endeavour to reach a resolution within five working days of the complaint being logged.
- Should a resolution not be able to be determined within this time the issue will be escalated to a 'Tier 3 Complaint' and will be investigated at Director level, with at least two directors reviewing the case, using our best endeavours to resolve the complaint within a further five working days.
- At all stages throughout the resolution process the CRM system will be updated with progress, including a summary of actions and timescales taken to resolve. This will be stored in such a manner that details of the case will be able to be exported.

## Water Retail

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- Should our best efforts be unable to resolve the complaint to the customer's satisfaction the complaint can be referred by the customer to the Consumer Council for Water and if still not resolved the complaint can be referred by the customer to the WATRS – Water Redress Scheme for arbitration.
- The remedies available to customers on resolution of a complaint include, but are not limited to:
  - An apology
  - An explanation
  - Remedial Action
  - Compensation, where remedial action is not possible or is insufficient to deal with the complaint
- A summary of this procedure and all contact details can be found at the end of this document.

**Water Retail Operations** - For services provided under water retailing operations, the complaint will immediately be identified as such and will be monitored for compliance with the Guaranteed Standards of Services (GSS) regulations in force at the time of the complaint. Should the complainant not be provided with a substantive response within the regulated period, currently ten working days, then a GSS payment shall be automatically made within ten working days.

**Wholesale Operations** – Where complaints related to issues within the remit of the wholesaler, such as low pressure, supply interruption, supplies not restored after planned works, sewer flooding etc, these will be classified with the CRM system the complaint rerouted to the wholesaler, but will remain tracked through the CRM system on the customer's behalf.

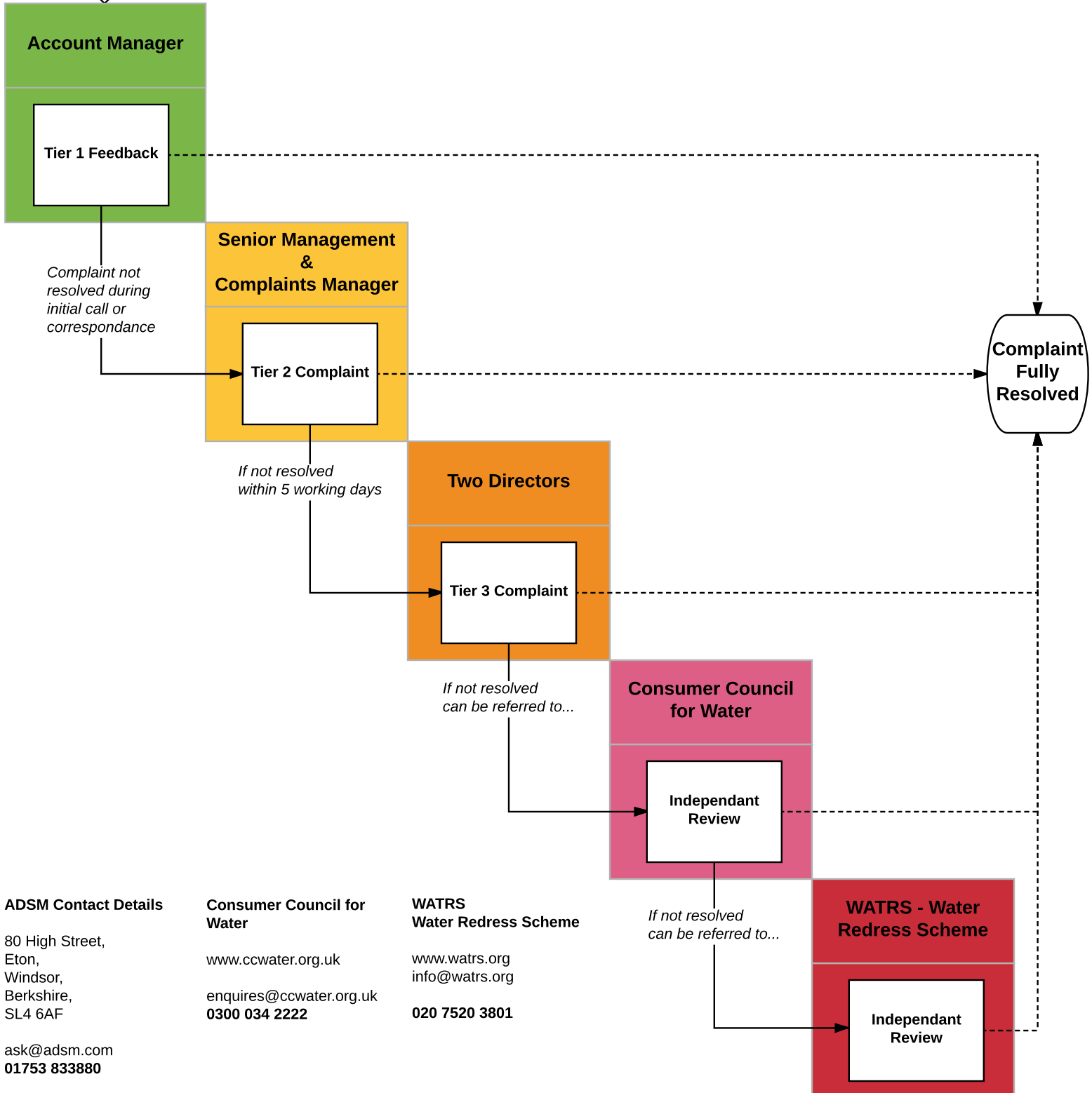
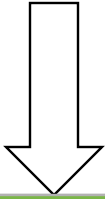


# adsm

ADSM Ltd  
Water Retail

## How our Complaints Process Works

Initial Complaint Received  
*Verbal or In Writing*



### ADSM Contact Details

80 High Street,  
Eton,  
Windsor,  
Berkshire,  
SL4 6AF

ask@adsm.com  
01753 833880

Or contact your account manager directly

### Consumer Council for Water

www.ccwater.org.uk  
enquires@ccwater.org.uk  
0300 034 2222

### WATRS Water Redress Scheme

www.watrs.org  
info@watrs.org  
020 7520 3801