

Bata Pakistan Limited Communication, Customer Claims and Complaints Policy

Purpose

To establish a clear and efficient process for handling customer claims and complaints, ensuring customer satisfaction and maintaining Bata Pakistan's commitment to quality and service.

Scope

This policy applies to all customer claims and complaints related to products and services provided by Bata Pakistan.

Responsibilities

- **Customer Service Team:** Receives and resolves customer claims and complaints.
- **Quality Assurance Team:** Investigates product-related claims.
- **Logistics Team:** Handles delivery-related issues.
- **Finance Team:** Processes refunds or compensation.
- **Store Managers:** Manages in-store claims and complaints.

Procedure

1. Receiving a Claim or Complaint

- **Channels:**
 - Customers can submit claims or complaints via phone, email, social media (Facebook, Instagram) direct messages and comments.
- **Documentation:**
 - Record the customer's details, nature of the claim/complaint, product information, and date of purchase.
 - Complaints are tracked via order number, email address or a unique interaction ID (social queries).

2. Acknowledgment

- **Response Time:**
 - Acknowledge receipt of the claim or complaint within 24 hours.

3. Initial Assessment

- **Verification:**
 - Verify the validity of the claim/complaint by checking purchase records and any provided evidence (e.g., photos, receipts).
- **Categorization:**
 - Categorize the claim/complaint (e.g., product defect, delivery issue, service complaint).

4. Investigation

- **Product Defects:**
 - Forward to the FA2A Team for inspection if necessary.
 - Self-inspection by customer service team.
- **Delivery Issues:**
 - Forward to the FA2A Team if necessary.
 - Investigate delivery records and coordinate with the shipping provider.

- **Service Complaints:**
 - Address internally or escalate to the relevant department for resolution.
- 5. **Resolution**
 - **Product Defects:**
 - Replace the defective product if the claim is valid.
 - Offer a refund if replacement is not possible, if the order is prepaid and if the customer agrees to return the product.
 - **Delivery Issues:**
 - Resend the product or offer compensation if the delivery issue is confirmed.
 - **Service Complaints:**
 - Provide an appropriate solution based on the nature of the complaint (e.g., apology, discount, service improvement).
 - **Communication:**
 - Inform the customer of the resolution and any actions taken.
 - Provide a clear timeline for resolution if it is not immediate.
- 6. **Closure**
 - **Documentation:**
 - Document the resolution and close the claim/complaint in the system.
 - **Follow-Up:**
 - Follow up with the customer to ensure satisfaction if necessary.
- 7. **Reporting and Review**
 - **Monthly Reports:**
 - Generate reports on the number and types of claims/complaints received, resolution times, and customer satisfaction.
 - **Continuous Improvement:**
 - Review trends and identify areas for improvement in products, services, or processes.
 - **Policy Review:**
 - Annually review and update the customer claims and complaints policy to ensure effectiveness and relevance.

Exceptions

- Claims made after the warranty period or outside the return policy timeframe may not be eligible for resolution.
- Claims without sufficient documentation or proof of purchase may be denied.

Communication

- This policy will be communicated to all employees and made available on Bata Pakistan's website for customer reference.

This policy ensures that Bata Pakistan handles customer claims and complaints systematically and effectively, maintaining high standards of customer service and product quality.