



Sportspark Feedback Policy



Feedback Policy & Procedure

Comments & feedback received are enormously valuable to us and particularly where users feel they have received a service that falls short of our high standards. Your views and feedback will be logged and responses reported back. Sportspark will now regularly analyse various elements of customer feedback with trends & root cause with intentions to continuously improve our services as well as the experience you receive as the valued customer.

There are 3 stages within our procedure:

1. First stage comments will go to the relevant manager responsible for the area within the centre involved.
2. Should the response prove unsatisfactory, the second stage will see the issues raised with the Head of Sport Operations or Head of Sport & Physical Activity Development.
3. The final stage, should matters still not be fully resolved, will pass the matter to the Director of Sport & Commercial Services. Their decision on any matter will be final.

Comments, complaints and suggestions will be received via the following:

- In writing via letters or email (sportspark@uea.ac.uk)
- Comment cards in person or via the website
- Verbal comments made to any team members – in person or via the telephone
- Comments raised on social media such as Facebook and Twitter

NB: For complaints to be classed as formal, these must be received in writing through our formal customer feedback process. Please submit your feedback in one medium only.

Sportspark's responsibilities:

- Formally acknowledge your communication in writing if requested
- Respond within 5 days
- Deal reasonably and sensitively with the content
- Take actions where appropriate
- Communicate the actions/outcomes on key issues to all users

Sportspark's commitment is to ensure that:

- We treat your feedback as a clear expression of dissatisfaction with our service.
- We deal with it promptly, appropriately, politely & confidentially.
- We respond in the correct way – openly, honestly & constructively.
- We learn from your feedback & utilise the outcomes to improve our customer service.
- We annually review our Customer Feedback policy & procedure.

Your responsibilities:

- Give your feedback in writing within 2 weeks of the issue arising.
- Give your feedback using the comment cards or using our online feedback portal.
- Articulate your feedback as clearly & concisely as possible, including any actions you suggest are taken.
- Allow Sportspark the time identified in the policy to process your feedback.