

<p>The Stratford Tourism Alliance</p>	<p>3.4.3 Responding to Business or Services Complaints</p> <p>Adopted: November 8, 2023</p>
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Policy Statement (Intent and Scope)

The Stratford Tourism Alliance (STA) staff needs a policy to refer to for consistent responses to consumer concerns regarding businesses and services within the catchment area of the STA brand.

1. Receiving a complaint

All complaints must be received in writing to be acted upon. This could be via e-mail or the VisitStratford.ca contact form, through a hard copy note received at the tourism information centre or hand-written by the visitor at the centre.

2. Responding to a complaint

The STA staff will complete the following:

2.1. The “Visitor Complaint” incident report will be completed and retained for STA records.

2.2. The concern, without identifying information from the visitor, will be incorporated into a dated letter or email from the STA outlining that this concern was brought to the attention of the STA and our policy is to send it along to the business or service mentioned. No mention of another business or service will be included in the letter, just the information directly pertinent to them.

2.3. If a concern regarding safety is noted, the appropriate department of the City of Stratford will be notified (e.g., Fire Department, Police Services, Building & Planning). Follow-up to the STA from the department will be requested. The business or service will be made aware that the City has been notified in the communication noted in 2.1.

2.4. The visitor that provided the written complaint may also receive a response from the STA, if contact information was provided, and the steps of this policy and the action taken will be outlined for them, including which City department was contacted, where applicable.

3. Next Steps

In extreme cases, namely if a safety concern appears not to have been remedied by the business or service, at the discretion of the STA, the business or service may be removed from any marketing or promotion until a resolution has been found. The business or service will be informed of this decision in writing or email along with details about possible restitution to be reinstated.

Hard copies of all correspondence will be kept together within the STA office files.

Required Review Framework

Permanent policy to be reviewed every three years.



Complaint Incident Form

Name:		Department:	
Supervisor:		Work Ext.:	
Contact Email:		Alt. Contact Number:	

Who is the complaint being made against?

Name: _____ Business: _____

Location: _____

Details of the complaint (cut and paste from source or attach hard copy to form):

Remediation requested by complainant:

Who did you report the incident to?

Name: _____ Department: _____

Witness Information

Name: _____ Contact Number: _____

Name: _____ Contact Number: _____

Name: _____ Contact Number: _____

Resolution

What actions were taken?

**** A copy of this form should be sent directly to the Executive Director or designate****

Signature: _____

Date: _____

For Internal Use Only

Date Received: _____

Assigned to: _____

Investigation Commenced: _____

Steps taken:

Date File Closed: _____

Signature: _____

Date: _____