



Outdoor Adventure Girls – Complaints Policy

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DOCUMENT TRAIL AND VERSION CONTROL SHEET

Heading	Outdoor Adventure Girls Complaints Policy
Project Sponsor	Chief People Officer
Purpose of document	
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Author	Jay Ralph
Individuals / teams that have overseen / commented on the Policy	Sophie Davis – CEO Theo Gurney – Chief Operations Officer
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1. Purpose and scope

- 1.1 Outdoor Adventure Girls is committed to providing the best possible experience for all guests. As part of this commitment, OAG takes any complaint about any of our staff or services seriously.
- 1.2 The purpose of this policy is to outline the procedure to follow when dealing with complaints made by any customer/guest with regard to any service offered by OAG.
- 1.3 The policy procedures ensure OAG handle customer complaints effectively and fairly. The primary objectives are to:
 - a. Resolve guest/customer issues promptly and satisfactorily.
 - b. Identify and address the root cause of complaints – is there a pattern?
 - c. Improve guest/customer loyalty to the OAG brand
 - d. Maintain a positive and professional image
- 1.4 This policy applies to all complaints received from guests/customers regarding:
 - Products, services, and events offered by Outdoor Adventure Girls
 - The conduct of Outdoor Adventure Girl's employees, contractors, hosts and moderators
 - Any other aspect of the customer experience – complaints made about external providers will be forwarded to the relevant parties for investigation, but feedback will be retained for future reference.

2. Roles and responsibilities

- 2.1 The CEO is responsible for the implementation of this policy.

2.2 The Chief people officer is responsible for ensuring that employees – (substantive and freelance) are inducted into the policy, and that complaints within the services for which they are responsible are dealt with according to this policy.

2.3 When a complaint is made to a moderator or host, it is the responsibility of the individual to comply with this policy and escalate the complaint accordingly.

2.4 Any action to be taken in the event of a complaint will be dependant on the nature of the complaint.

3. Complaints Procedure

3.1 It is important to identify the difference between a concern and a complaint, prior to following the complaints procedure:

- A **concern** may be defined as ‘an expression of worry or doubt over an issue considered to be important for which reassurances are sought’.
- A **complaint** may be defined as ‘an expression of dissatisfaction however made, about actions taken or a lack of action’.

It is in everyone’s interest that concerns and complaints are resolved at the earliest possible opportunity.

3.2 We would expect that, where the recipient of the concern or complaint is able, that they address this immediately, especially if a guest raises an issue to a host during an event. The details and outcome would then be fed back to the HOP during event debrief.

3.3 Complaints can be submitted through various channels, including:

- a. Email our Head of People – jay@outdooradventuregirls.com
- b. In-person: At any of our events – please speak directly to our OAG host.

3.4 All complaints will be recorded and sent to the complaints lead with the following information:

- a. Date and time of receipt.
- b. Guest/Customer name and contact information.
- c. Details of the complaint.
- d. Name of the OAG staff member who received the complaint.

4. Initial Assessment

4.1 All complaints will be acknowledged within 48 hours of receipt. The complaint will be reviewed to determine the nature of the issue and the appropriate course of action/relevant responder.

4.2 OAG may be required to contact other agencies/providers to gather further information relating to the complaint, prior to responding. An internal investigation may be conducted to gather further information from all relevant parties and to determine the facts.

4.3 OAG will not normally investigate any anonymous complaints. However, the CEO can determine whether the complaint warrants an investigation or response.

4.4 Where the complaint is sent via email, our OAG Head of People will escalate to the relevant Senior Manager according to the nature of the complaint.

4.5 Once the complaint has been escalated, the appropriate manager will contact the complainant in the first instance to try and resolve the issue.

4.6 All complaints will be retained and used as part of our lessons learned and/or to support any required, future improvements

5. Complaint Resolution

5.1 OAG seek to resolve a complaint as soon as possible. If appropriate, we will acknowledge that the complaint is upheld in whole or in part. OAG will offer one or more of the following:

- a. An explanation with potential resolutions
- b. An admission that the situation could have been handled differently or more successfully
- c. An admission that the service did not meet the required standard levels held by OAG
- d. An explanation of the steps that have been taken to ensure the issue does not happen again and an indication of timescales within which any required changes will be made
- e. An undertaking (where relevant) to review OAG policies and procedures considering the complaint
- f. An apology

Where an investigation concludes that the complaint is not upheld either wholly or in part, the complaints lead will contact the complainant to advise.

5.2: Where appropriate the following corrective actions will be taken to address the complaint (at the discretion of the CEO):

- a. Offering a refund or replacement (if merchandise)
- b. Providing a discount or compensation (if an event)

6. Escalation

6.1 If the guest/customer is not satisfied with the initial resolution, they may escalate the complaint to a higher level within OAG

6.2 The escalation process will be clearly communicated to the customer/guest.

7. Confidentiality

All guest/customer information and complaint details will be treated with the utmost confidentiality. Any lessons learned will be shared with any guest/customer details removed.

8. Policy Review

This policy will be reviewed and updated periodically to ensure its effectiveness and compliance with relevant regulations.

9. Contact Information

For any questions or concerns regarding this policy, please contact:

Jay Ralph (Head of People and Complaints Lead) - jay@outdooradventuregirls.com