






KENYA PIPELINE COMPANY LTD

MARKETING AND BUSINESS DEVELOPMENT DEPARTMENT

Handling Customer Complaints, Enquiries, Compliments, Feedback Procedure

ISO 9001:2015 Quality Management System

		Sign	Date
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Approved by:	Jane Tuitoek		21/04/2021

The signatures above certify that these Standard Operating Procedures have been reviewed and accepted and demonstrate that the signatories are aware of all the requirements contained herein and are committed to ensuring their provision.



Kenya Pipeline Company Limited

DOCUMENT: Marketing & Business Development Department Procedures

TITLE: Handling Customer Complaints, Enquiries, compliments & feedback Procedure

REF: PM-8-1

EFFECTIVE DATE: 21st April 2021


ISSUE/REV: 2/0

SUPERSEDES: 1/3

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1. PURPOSE:

This procedure defines and documents necessary control and measures to be undertaken in resolving customer complaints.

2. SCOPE:

This procedure covers the from receipt of complaint/enquiry to resolution and finally feedback

3. REFERENCES:

- 3.1 Quality Manual
- 3.2 ISO 9001:2015 International Standard
- 3.3 Finance Procedures Manual—in case there is payment to be made

4. DEFINITIONS & ACRONYMS

- 4.1 ISO -International Organization for Standardization
- 4.2 KPC- Kenya Pipeline Company
- 4.3 QMS- Quality Management systems
- 4.4 HOD- Head of Department
- 4.5 DM-Departmental Head
- 4.6 MBDM - Marketing & Business Development Manager
- 4.7 CMBDO -Chief Marketing & Business Development officer
- 4.8 SMO - Senior Marketing Officer
- 4.9 SCRO- Senior Customer Relations Officer
- 4.10 MO -Marketing Officers
- 4.11 CROs-Customer Relations Officers
- 4.12 BDOs - Business Development Officers
- 4.13 OMCs -Oil Marketing Companies — these are the companies served by KPC
- 4.14 GM (S & C)- General Manager (Strategy & Compliance)
- 4.15 KPIs- Key Performance Indicators
- 4.16 MBDD- Marketing & Business Development Department

5. RESPONSIBILITY AND AUTHORITY:

- 5.1 Marketing and Business Development Manager . The HOD has the principal responsibility for ensuring that this procedure remains adequate for its intended purposes and is being implemented within the department.



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6. HANDLING CUSTOMER COMPLAINTS, ENQUIRIES, COMPLIMENT, FEEDBACK PROCESS:

6.1 Objective(s):

To ensure the customer needs (complaints, enquiries made, compliment, feedback) are closed out.

6.2 Key Performance Indicators (KPIs)

6.2.1 Time taken from receipt of complaints, resolution and feedback to the customers as per Customer Complaints handling policy.

6.3 Resources:

- 6.3.1** Human resources
- 6.3.2** Infrastructure
- 6.3.3** Environment
- 6.3.4** Information
- 6.3.5** Natural resources
- 6.3.6** Materials
- 6.3.7** Financial resources

6.4 Handling customer complaints enquiries, compliments & feedback process details

STEP	SOURCE OF INPUT	INPUT	ACTIVITIES	OUTPUT	RESPONSIBILITY	RECIEVER(S) OF OUTPUT(S)
STEP 1.	Customers	Complaint from, emails, KPC staff, telephone Conversations, customer visits, meetings, forums with customers.	Receive complaint through several channels: telephone, filled forms, email, letters, website, twitter, Facebook and one-on-one conversation with the customers or organized customer meetings/forums	Complaints/ compliments	CROs	Marketing & Business Development Department
STEP 2.	Marketing & Business Development Department	Data from customers	Complaints coded and logged in the customer complaints/compliments tracker	Dully filled/ organized Complaints/ compliments tracker	CROs	Marketing & Business Development Department



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STEP	SOURCE OF INPUT	INPUT	ACTIVITIES	OUTPUT	RESPONSIBILITY	RECIEVER(S) OF OUTPUT(S)
STEP 3.	Marketing & Business Development Department	Customer complaints/compliments tracker	Share the complaints/compliments tracker with the relevant Departments through CROs and undertake root cause analysis	Communication to the relevant Departments	MBDM/CMCRO	Relevant Departments
STEP 4.	Relevant Departments and Depot Customer Relation officers	Dully filled Customer complaint/Compliment tracker	Feedback from Department through CROs	Duly updated tracker	Relevant HODs	Marketing & Business Development Department
STEP 5.	Marketing & Business Development Department	Duly updated tracker	Customer engagement on feedback	Feedback to Customers	Marketing & Business Development Department – all	Customers
STEP 6.	Marketing & Business Development Department.	Duly updated tracker	Data analysis and report on complaints/compliments progress	Feedback to Management as well as support where resource allocation is required to close out	Marketing & Business Development Manager	Top Management



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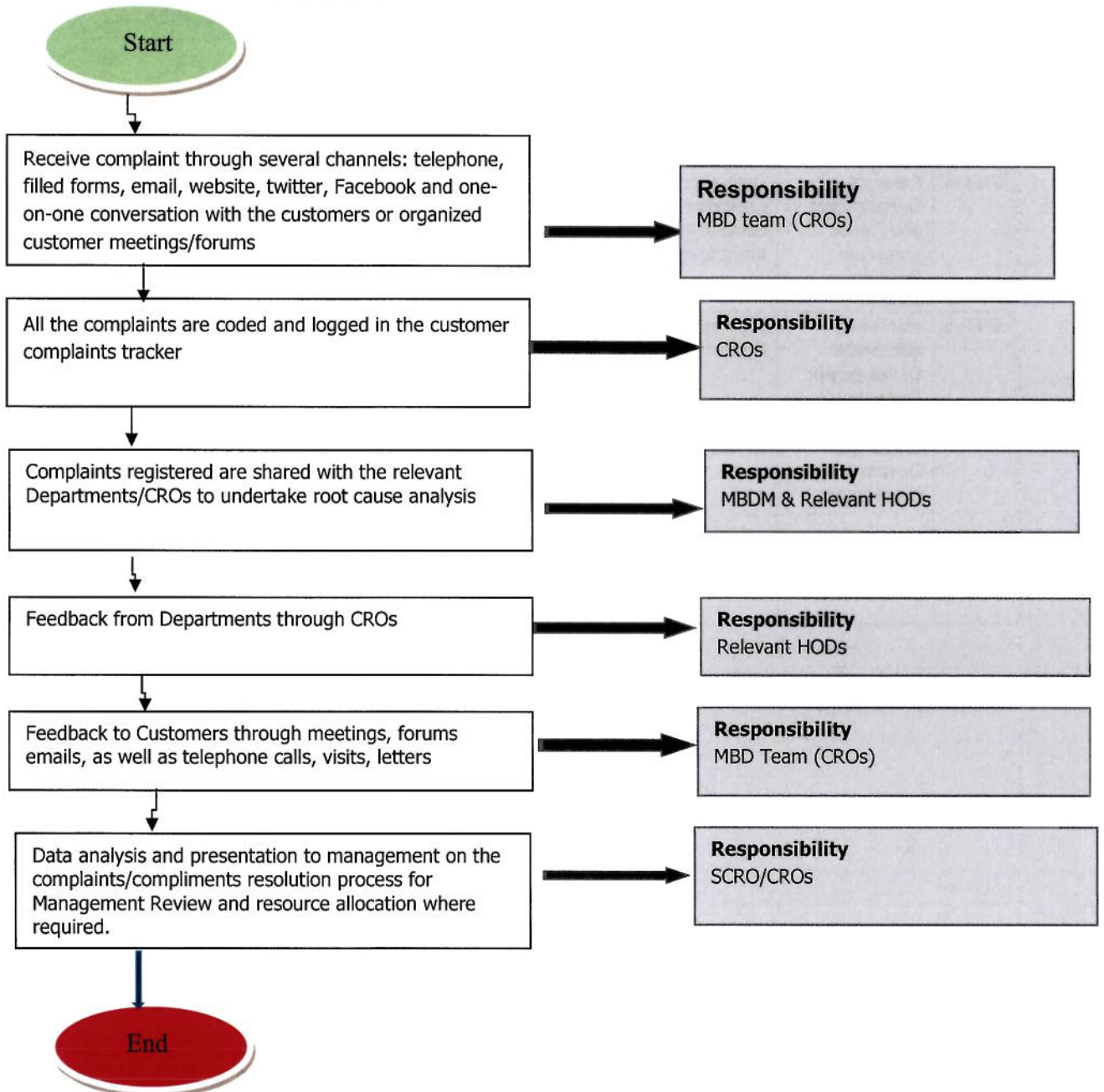
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6.5 Process Flow Chart





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7. DOCUMENTED INFORMATION PRODUCED

7.1 Complaint, enquiry, compliment, feedback form

7.2 Quarterly Reports

8. RELATED RISKS AND OPPORTUNITIES

Refer to the Current MBDD risk register in Risk Management and Quality Assurance Department (RM & QAD) document.

9. AMENDMENT/REVISION HISTORY

DATE	OLD REV. NO.	NEW REV. NO.	SECTION(S) / PAGE	DESCRIPTION/ SUMMARY OF REVISION	NAME OF PERSON WHO IDENTIFIED CHANGE
18.06.2018	1/3	2/0	All pages	Complete change of flow of activities as per the new developments in receiving complaints	Jane Tuitoek
16.04.2021	1/3	2/0	All Pages	Change of Customer relation and Marketing Department-CRMD to Marketing and Business Development Department-MBDD, Change of Customer Relations and Marketing Manager - CRMM to Marketing and Business Development Manager-MBDM	Caroline Chepkemei
16.04.2021	1/3	2/0	6	CROs included in the process flow	Caroline Chepkemei

