

Customer Complaint Management Process for CPD Activities

Version 1.0

1 Purpose

The purpose of this process is to ensure that:

- Attendees receive **high-quality CPD activities** that provide real value
- Complaints are handled **fairly, consistently, and transparently**
- SAIMC NPC maintains compliance with ECSA CPD Framework requirements
- Poor-quality training is **identified early and corrected**
- Providers are held accountable for the quality of their material and delivery

This process applies to all CPD Category 1 activities validated by SAIMC NPC.

2 How Attendees Submit Complaints

Attendees may submit complaints directly to the SAIMC NPC Administrator at:

Email: Ina@saimc.co.za

Complaints may relate to:

- Quality of course content
- Presenter competence
- Delivery quality
- Misalignment with advertised outcomes
- Administrative issues
- Venue or online platform issues
- Ethical concerns

All complaints must be logged in the **CAPA Register**.

3 Initial Response by Administrator

Upon receiving a complaint, the Administrator must:

- **Acknowledge receipt** within 3 working days
- **Log the complaint** in the CAPA Register
- **Request the following from the event organizer:**
 - Customer satisfaction survey results
 - Attendance list for the event

If the organizer did not conduct a satisfaction survey:

- The Administrator must **send a standard SAIMC NPC feedback survey** to all attendees.

This ensures that SAIMC NPC receives **independent, unbiased feedback**.

4 Evaluation of Feedback

Once feedback is received, the Administrator and CPD Coordinator must:

- Compile all responses
- Calculate average scores
- Identify trends (positive, neutral, negative)
- Flag any **low-scoring indicators**, including:
 - Content quality
 - Presenter competence
 - Relevance to advertised outcomes
 - Balance (non-promotional)
 - Learning value
- A score of **3.0 or below** on any major category triggers escalation.

Reference: Feedback analysis

5 Escalation to CEO

If feedback indicates **mediocre or low performance**, or if multiple attendees raise similar concerns:

- The complaint is escalated to the **CEO**
- The CEO conducts a **formal investigation**, which may include:
 - Reviewing course material
 - Reviewing presenter documentation
 - Interviewing the organizer or presenter
 - Reviewing the validation assessment
 - Reviewing the event recording (if available)

This ensures that SAIMC NPC protects the integrity of its CPD licence.

6 Investigation Outcomes

The CEO may issue one of the following outcomes:

6.1 No Action Required

If the complaint is unfounded or feedback is overwhelmingly positive.

6.2 Corrective Action Required

If issues are minor but require improvement.

Corrective actions may include:

- Updating course material
- Replacing or retraining the presenter
- Improving delivery methods
- Adjusting learning outcomes
- Re-issuing certificates if content was misaligned

These actions are logged in the **CAPA Register**.

6.3 Temporary Suspension of CPD Number

If issues are significant:

- The CPD number is **revoked**
- The course may not be presented again
- The material must be **reviewed and re-assessed**
- Revalidation is required before reinstatement

Reference: Validation workflow

6.4 Cancellation & Refund (Severe Cases)

If complaints indicate **major issues** with the material itself:

- The CPD activity registration is **cancelled**
- SAIMC NPC refunds the event organizer **in full**
- No administration fees are charged
- The provider may be required to undergo **re-verification**

This protects attendees and SAIMC NPC's reputation.

7 Communication of Findings

The Administrator must send a **formal written outcome** to the event organizer, including:

- Summary of findings
- Corrective actions required
- Whether the CPD number is suspended or cancelled
- Whether revalidation is required
- Whether refunds apply
- Expected timelines

This ensures transparency and fairness.

8 Record-Keeping Requirements

The following must be stored in Dropbox and logged in the database:

- Original complaint
- All correspondence
- Satisfaction survey results
- Attendance list
- Investigation notes
- CEO decision
- Corrective actions
- Closure evidence

This ensures full audit traceability.

9 Continuous Improvement

All complaints feed into:

- Quarterly Internal QMS Audits
- Annual External Review
- Annual Management Review
- Updates to the QMS
- Updates to provider guidance
- Updates to presenter requirements

Reference:

- Internal audit process
- Management review