



Board - 119 Member Feedback Policy

To be reviewed biennially by the Governance Committee
(Issued September 16, 2014, **Reviewed June 27, 2019**)

Purpose

East Kootenay Community Credit Union is committed to delivering quality member service and communicating effectively with our membership and community.

The Member Feedback Policy provides a framework to confirm that feedback received is handled in an appropriate, effective and systematic way. This policy aims to identify service improvements, increase satisfaction, strengthen member input into our services, acknowledge areas of excellence and respond effectively and independently to individual cases of dissatisfaction.

Guidelines

The implementation of this policy should help:

- Provide a clear protocol when dealing with member feedback;
- Identify areas of good performance and member satisfaction;
- Aid in planning and allocation of resources;
- Create a second chance to provide service and satisfaction to dissatisfied members;
- Identify areas or processes that need improvement; and
- Determine if the credit union/member relationship is irreconcilable and whether the membership should be terminated.

We will achieve our objectives by:

- Employee and member awareness of the Member Feedback Policy;
- Recognising staff for excellent service provided to our members;
- Establish member satisfaction in all areas of our business;
- Encouraging and facilitating feedback from members and use this information to improve services and facilities;
- Confirm member's complaints are taken seriously and reviewed independently.

Feedback

East Kootenay Community Credit Union encourages feedback and links it to improving or affirming its service levels. Feedback may range from letters and/or cards expressing gratitude or suggestions on improvement, through to complaints about the services provided by the credit union and employees.

We view feedback as a valuable opportunity to review policies, procedures and practices and to make changes where necessary. Feedback (compliment, suggestion, and complaint) may be provided by letter, fax, email or verbally (in person or over the telephone).

Protocol

All East Kootenay Community Credit Union employees are empowered to acknowledge member feedback and follow the protocol process to deal with member feedback expeditiously. For positive feedback the employee is expected to forward the information to their direct manager/supervisor. The manager/supervisor will determine who the information gets shared with to confirm appropriate recognition, affirmation of positive practices or services and to appropriately recognise the member for taking the time to provide feedback.

Complaint Process

It is expected, where an issue was created by the credit union through employees or service providers, that we will do our best to meet and “exceed” the member’s expectations when resolving an issue.

For Formal Complaints, it would be beneficial if the member could provide details such as:

- Date(s) of occurrence;
- Supporting statements or documents, if any;
- The names of any specific staff involved; and
- The action the member would like to see taken to address the concern.

The following steps are to be followed when dealing with member complaints to warrant a timely response:

Step 1:

The employee who is first made aware of the issue will attempt to resolve the issue themselves or refer it to an employee who was directly involved or is familiar with the member and situation.

Step 2:

If the employee is unable to resolve the issue, the employee shall refer the complaint to a manager/supervisor. The member may also request to meet with a manager.

Step 3:

If the manager/supervisor is unable to resolve the issue, the manager/supervisor will refer the complaint to the CEO. The member may also request to meet with the CEO.

Step 4:

If the CEO is unable to resolve the issue the member may put their concerns in writing to the Board of Directors. The member may send their issue to the Board electronically through the Executive Assistant or by post to the credit union's mailing address and attention to the Board of Directors. The member may also request/prefer this step.

When a complaint is lodged either formally or informally with the Board of Directors the Board will discuss the issue and determine whether it is appropriate for the CEO or Chair of the Board to follow-up with the member.

When a member approaches a director individually with a complaint, the director will advise the member of the complaint protocol process. If the member is uncomfortable with that process the director will bring the issue forward at either an in camera or full board meeting, whichever they deem appropriate for the circumstances.

Step 5:

The credit union will ultimately take the steps that are deemed appropriate. If the member complaint is not adequately resolved to the member's satisfaction, they have the option of lodging a complaint with the regulatory body for credit unions in British Columbia. The regulator will review the member complaint and take what actions, if any, deemed necessary.

Management Responsibility

The CEO is responsible to secure the Member Feedback Policy is implemented and employees understand the protocol process. Member feedback and resolutions that are deemed significant but that do not reach Step 4 will be reported to the Board of Directors on a quarterly basis.