Angel's Complaints Policy

Policy statement

At Angel, we are committed to delivering a high-quality experience for every supporter we speak to, on behalf of our clients. While most calls are handled without issue, we recognise that concerns or complaints may arise.

This policy outlines how we manage all categories of complaints, from minor concerns to formal escalations requiring further investigation, and how these are appropriately shared with clients where required.

Complaints Categorisation and Tiered Response

All complaints are categorised and handled using the following three-tier model:

Tier 1 – Concerns & Queries (Resolved at First Contact)

- These are minor expressions of dissatisfaction that can be resolved immediately by the Agent or on-shift Supervisor.
- Examples include: misunderstanding of a call purpose, contact preferences, or product/service information.
- Agents are trained to handle these politely and professionally and provide assurance where appropriate.
- All calls are recorded and each call is dispositioned with a suitable call logging option reflecting the outcome of the call.

Tier 2 – Formal Complaints Requiring Client Notification

- Complaints that cannot be resolved on the call, or that relate to serious dissatisfaction, require escalation via Angel's Special Action process, or a process as otherwise agreed.
- The Agent or Duty Manager will (provided the process exists with the client they are representing) complete a Special Action form - this is exported and uploaded securely to the relevant SFTP site shared with the client (or via other agreed secure method). If a Special Action process isn't in place, the escalation process agreed with the client shall be followed, which may include but is not limited to, signposting the Supporter to a Supporter Care telephone line/email address, or informing the Account Management Team for onward action.
- A Special Action escalation allows the client (e.g. Supporter Services team) to investigate and respond directly if needed.
- Examples may include: policy objections, data concerns, or complaints about fulfilment, fundraising strategy, or handling by the charity.

Tier 3 – Urgent Issues or Reputational Risk

- Complaints which pose an immediate reputational risk or relate to sensitive areas (e.g. safeguarding, discrimination, or media threats) will be flagged by the Duty Manager, and in turn, to the relevant Angel Account Manager and Senior Manager.

- These will be communicated directly to the client on the same working day with best endeavours, and the Account Manager will liaise with the client regarding suitable next steps.

Real-time Call Support and Triage

Agents have access to a real-time support tool (the "life ring" function) to call in Supervisor support during a live call.

Duty Managers are on shift at all times and can listen to live calls, provide whisper coaching, or take over calls where necessary.

Duty Managers will triage all issues that are raised, and decide the appropriate escalation route**.**

Data Protection and Secure Complaint Transfer

All escalated complaints are submitted securely to the client via pre-agreed methods (e.g. encrypted SFTP or secure portals).

No supporter data is shared via email or unsecured means.

All data is stored and exchanged in accordance with Angel's Client Data Retention Policy.

Client Alignment and Continuous Improvement

Angel works pragmatically and in a partnership-led manner to ensure that complaint handling aligns with each client's internal policy, where shared.

Feedback and complaint logs are used to identify trends and inform quality assurance, training refreshers, and operational improvements.

Angel typically has quarterly or end of campaign review meetings with clients, and we encourage relationship governance to be discussed in those meetings, conducive to continuous improvement and ensuring complaints are being managed effectively in line with best practice.

Learnings

We will assess the nature of complaints and any opportunities for improvement and learnings to be gathered, and where appropriate, an action plan will be put in place by the Senior Management Team to implement corrective measures to prevent/mitigate recurrence.

Feedback from complaints will be used to improve our processes, training, and overall service delivery.

Supporter Rights and Contact Options

Where a supporter prefers not to provide details over the phone, they are offered the option to contact the client charity directly.

All complaints, regardless of how they are submitted, are treated with the same seriousness and follow the triage model above.

Staff Training and Support

All Angel team members receive comprehensive induction training, typically spanning two full days, delivered by our internal Training department. This structured programme includes specific modules on recognising and handling complaints, applying the correct escalation routes, and using the appropriate tone and language when managing supporter concerns.

Agents are also trained in how to access real-time support from Supervisors and Duty Managers during live calls, ensuring they are never left to manage a challenging or sensitive situation alone. Ongoing coaching, quality monitoring, and refresher training ensure that high standards of complaint handling are maintained throughout an agent's time with Angel.

Review and Maintenance

This policy is reviewed annually or following significant changes in regulation, client requirement, or process. It may be adapted into campaign-specific protocols as needed.