

Summary report of Cava Security's complaint policy and procedures:

## Overview

Cava Security Services Ltd has seen a reduction in total complaints received in 2023 compared to prior years, this demonstrates the company's efforts to enhance service quality and address customer concerns proactively.

The decrease in complaints will be publicised on Cava's website and in staff newsletters to highlight the improvement. Continued compliance with the complaint policy has led to increased customer and customer satisfaction.

## Customer centric approach

Cava Security business strategy has always been based on putting your customer first and at the core of our business to provide a positive experience and build long-term relations, it involves understanding customer preferences and customer expectations in delivering personalised experiences.

Number of complaints total	Year	Non- conformance	Consumer	Internal
43	2021	3	0	1
17	2022	2	0	1
5	2023	0	1	2

- Cava Security implements a formal complaint policy to address customer and consumer grievances promptly and objectively.
- All complaints are logged, tracked, and analysed for patterns. Responses are provided within target timelines.
- Complaint data is reviewed by leadership to identify improvements in services and operations.

## Policy Elements

The complaint policy involves logging and robust handling of grievances, timely responses, reviewing data for insights, and resolving complaints satisfactorily. Information can be provided to stakeholders on request.

The reduction in complaints highlights Cava Security's commitment to rectifying issues and enhancing customer service. The complaint policy provides a framework for continuous improvement through customer feedback.

- Complaints are recorded and handled robustly through defined procedures.
- Consumer complaints are separated from customer complaints for relevant resolution.
- Individual responses are sent acknowledging receipt and addressing concerns.
- Efforts are made to resolve complaints satisfactorily by both customers and end-consumers where applicable.
- Data is used to identify recurring issues and implement preventive or corrective actions.

- Complaints information can be provided to stakeholders on request.

## Enhancements

- Complaints data including resolutions and lessons learned is made publicly available.
- Analysis includes comparison between good and mediocre performance to identify focus areas.

The policy aims to use customer feedback for continuous improvement in services and operations. By resolving complaints promptly and transparently, Cava Security enhances trust and accountability.

## Consumer Contact

Approach to Consumer Contact

Cava Security implements a structured approach for interacting with end-consumers of its services.

Frontline staff receive training on effectively engaging with and assisting consumers.

## Gathering Consumer Opinion

Consumer feedback is gathered from multiple channels including social media, review sites like Trustpilot, senior management at events talking and gathering consumer feedback, Internal Audits speaking with staff and contractors on how our security team are, and directly from client customers.

Metrics tracked include numbers of commendations, complaints, and examples of positive or negative comments.

This provides quantitative and qualitative data on consumer views of Cava's services.

## Analysis and Monitoring

All consumer feedback is compiled and analysed to identify areas of satisfaction and issues.

Trends are monitored to track improvement or deterioration in consumer sentiment.

Insights are used to enhance service quality, address recurring consumer pain points, and improve satisfaction.

Consumer opinion tracking enables Cava Security Services to align services with needs and exceed expectations.

## Measure success

Cava Security Services Ltd measure the success of our customer-centric approach by tracking customer satisfaction, repeat business, and referrals.

The approach provides diverse consumer touchpoints while systematically capturing and acting on feedback for continuous improvement.

## Cava Security Complaints Overview 2021-2023

