**Complaint Procedure for Customers After Holiday**

**with DMC Mekong Image Travel & Events**

Our objective is to establish a structured and efficient process for managing customer complaints following their holiday experience. By promptly and professionally addressing customer concerns, we strive to enhance customer satisfaction and foster loyalty.

* **Receipt of Complaint:**

**Contact Channels**: Customers can submit complaints through various channels, including phone calls, emails, or in-person visits to our office. For detailed contact information, please refer to the Contact page or Footer of our website.

* **Initial Response:**

**Acknowledgment**: Upon receiving a complaint, our representative will acknowledge its receipt within 48 hours (or sooner if possible) through the same channel used for submission.

**Information Gathering**: The representative will collect necessary details regarding the complaint, including the customer's name, contact information, booking reference number, and specific concerns.

* **Investigation and Resolution:**

**Assigned Investigator**: A designated staff member will thoroughly investigate the complaint. This may involve consulting relevant departments, reviewing documentation, or contacting third-party service providers if necessary.

**Timely Resolution**: We will endeavor to resolve the complaint no more than 4 weeks. If more time is required due to complex issues, the customer will be informed of the delay along with an estimated resolution timeframe.

**Communication**: We will provide regular updates to the customer during the investigation and resolution process, ensuring transparency and demonstrating our commitment to addressing their concerns.

* **Communication and Offering Solution/Resolution:**

**Apology and Explanation**: If mistakes or shortcomings are identified on our part, we will offer a sincere apology along with an explanation of the issue and our plan to prevent similar occurrences in the future.

**Compensation**: Depending on the severity and impact of the complaint, we may offer appropriate compensation or remedies to the customer as a goodwill gesture. This could include refunds, discounts on future bookings, or complimentary services.

* **Follow-up:**

**Customer Feedback:** After resolving the complaint, we will request feedback from the customer to ensure their satisfaction with the outcome and to identify further areas for improvement in our services.

**Continuous Improvement:** All complaints and their resolutions will be documented and periodically analyzed to identify recurring issues and implement corrective actions to prevent similar incidents in the future.

* **Escalation Procedure:**

**Escalation Channels:** If a customer is dissatisfied with the initial resolution, they may escalate their complaint to a higher authority within our organization, such as CEO, Director of company.

**Timely Escalation Handling**: Escalated complaints will be prioritized for prompt review and resolution by senior management to ensure effective addressal of all customer concerns.

* **Closure and Record Keeping:**

**Closure Notification**: Upon resolving the complaint to the customer's satisfaction, a closure notification will be sent summarizing the resolution and expressing gratitude for the patience and understanding.

**Record Keeping**: A comprehensive record of all complaints, including details of the issue, investigation findings, resolution actions, and customer feedback, will be maintained for internal review and audit purposes.

By implementing this documented complaint procedure, we aim to demonstrate our commitment to customer satisfaction and continuous improvement while ensuring prompt and effective addressal of all customer concerns.