

Complaints Handling Procedure

Objective and Scope

The objective of this procedure is to define how Prevision Research receives, records, investigates, responds to and escalates complaints from research participants, clients, members of the public, suppliers, MRS and other interested parties.

The scope applies to all employees, contractors, temporary workers, agency personnel, interviewers, moderators, recruiters, suppliers and third parties acting on behalf of Prevision Research.

This procedure covers complaints relating to research conduct, fieldwork, participant contact, incentives, data handling, confidentiality, client service, subcontractor performance and any potential breach of the MRS Code of Conduct or MRS Quality Commitment.

Roles, Responsibilities and Authorities

Roles and responsibilities for this procedure are assigned to the Operations Director.

The Operations Director is responsible for ensuring complaints are logged, allocated, investigated, resolved and escalated where required. A Complaint Handler may be appointed for individual complaints.

All personnel must treat complaints seriously, report them promptly, preserve relevant evidence and cooperate with investigations.

Where an exception or deviation from an expectation or plan occurs, the senior assigned role shall make the determination in terms of what is an acceptable change.

Legal and Regulatory

Title	Reference
MRS Complaint Handling Standard	https://www.mrs.org.uk/pdf/complaints_handling_Standard_2011.pdf
MRS Accredited Company Partner Complaints Procedure November 2023	https://www.mrs.org.uk/pdf/MRS%20Company%20Partner%20Complaints%20Procedure%20November%202023%20%281%29.pdf
MRS Code of Conduct 2023	https://www.mrs.org.uk/pdf/MRS-code-of-conduct-2023.pdf
Data Protection Act 2018	https://www.legislation.gov.uk/ukpga/2018/12/contents
UK GDPR	https://www.legislation.gov.uk/eur/2016/679/contents

Procedure

Receiving complaints

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Complaints may be received by telephone, email, website contact, letter, in person, through a client, through a supplier, or through MRS. Complaints must be acknowledged and handled in a professional, fair and objective manner.

The person receiving a complaint shall make every reasonable effort to resolve the matter straight away where it is safe, appropriate and within their authority to do so.

Complaints may be directed to Prevision Research using the published contact details: 01908 278303 or info@previsionresearch.co.uk. Where a complaint requires escalation, it shall be referred to the Operations Director as the Senior Compliance Contact.

Information requested from complainants

To assist timely investigation, the complainant should be asked to provide as much relevant information as possible, including:

- The research project name, reference, sponsor or topic where known.
- The date, time and method of contact or fieldwork activity.
- The name, identity number or description of the researcher, interviewer, moderator or recruiter involved.
- Any invitation, thank-you leaflet, email, text message, telephone number or other contact details received.
- A clear description of the concern and the outcome or remedy being sought.

The complainant may be asked to set out the complaint in writing where this is necessary to ensure a thorough understanding of the facts.

Complaint log and evidence control

Every complaint shall be recorded in the complaints log with a unique reference, date received, complainant details, project details, assigned owner, due dates, status, investigation notes, outcome, corrective action and closure date.

Relevant evidence shall be preserved, including project records, contact history, interviewer notes, recordings, scripts, consent records, incentive records, client communications and supplier records where applicable. Records shall be handled in accordance with information security and data protection requirements.

Where the complaint relates to telephone fieldwork, data quality or interviewer conduct, relevant evidence may also include quality validation logs, live monitoring notes, recording-review outcomes, exception back-check records, data consistency checks and interviewer coaching or retraining records.

Telephone fieldwork quality validation is normally evidenced against the project QC standard: at least 10% of completed telephone interviews per project are independently quality validated, including at least two completed interviews per active interviewer where volume allows. Complaint investigations should check whether that evidence exists and whether any exception-based respondent back-checking or corrective action was required.

Complaint handling timetable

Stage	Target	Action
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Immediate resolution	At first contact where possible	Try to resolve the problem straight away and record the outcome.
Initial reply or acknowledgement	Within 5 business days from the date of the complaint	Provide a full reply where possible. If this is not possible, confirm in writing that the complaint is being investigated and name the handler.
Investigation response	Within 2 weeks from the date of the complaint	Complete the investigation and write to the complainant with the response. If unresolved, explain the reasons and when contact will be made again.
Final response	Within 4 weeks from the date of the complaint	Issue a final response where the complaint has not already been resolved.

Investigation and decision

The Complaint Handler shall consider the available evidence, speak to relevant personnel, assess whether MRS Code, contractual, legal, data protection or internal requirements may have been breached, and identify any corrective or preventive actions required.

Where the investigation identifies failed quality validation, suspected falsification, repeated interviewer quality concerns or a need for respondent verification, the Complaint Handler shall escalate the matter for corrective action under the applicable fieldwork, disciplinary, data protection or supplier process.

Where the complaint suggests a personal data breach, safeguarding concern, serious misconduct, fraud, harassment, discrimination or other significant risk, the matter shall be escalated immediately to senior management and handled under the relevant internal process.

The response to the complainant shall be clear, factual and proportionate. Where appropriate it may include an apology, explanation, correction, remedial action, retraining, supplier action, project change, reimbursement of an incentive issue or other suitable corrective action.

Escalation and MRS review

If the complainant is dissatisfied with any aspect of the complaints process, the matter shall be escalated to the Operations Director as Senior Compliance Contact.

If the complainant remains dissatisfied after Prevision Research has issued its final response, they may ask the Market Research Society to review the case within three months of the final response. Contact details: MRS, 15 Northburgh Street, London EC1V 0JR; 020 7490 4911; codeline@mrs.org.uk; www.mrs.org.uk.

Cooperation with MRS

Prevision Research shall cooperate with MRS to assist in the early resolution of complaints involving the company, its employees or those acting on its behalf. This includes providing relevant information, responding within requested timeframes, maintaining confidentiality where required and implementing agreed corrective actions.

Monitoring and review

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Complaints shall be reviewed periodically to identify trends, recurring causes, training needs, supplier issues and opportunities for improvement. Complaint trends shall be considered during management review and operational planning.

Complaint trend reviews shall consider whether issues indicate a need to increase project quality validation, amend recording-review sampling, trigger exception back-checking, update interviewer training or review supplier controls.

Public-facing complaints statement

If you have a complaint about any research activity carried out by Prevision Research, please contact us on 01908 278303 or info@previsionresearch.co.uk. Your complaint will be taken seriously and we will make every effort to resolve the matter straight away. If we need more time to investigate, we will follow the timetable in this procedure and provide a final response within four weeks wherever practicable.

Policy review

This policy or procedure shall be reviewed by the policy owner annually or immediately following any significant legislative, organisational or operational change.

Periodic reviews shall take account of business requirements, legal obligations, MRS requirements and industry best practice.

Changes to this document must be approved by senior management before implementation.

Refer below for the most recent review.

History table

Date	Rev No	Changes	Reviewed By	Approved By	Training Y/N
09/06/2026	1	Initial issue	RT	SB	Y
08/07/2026	2	Update to align complaint evidence and trend review with the new quality validation standard.	RT	SB	Y