

Customer Complaints Procedure Wonderland Hair & Beauty By Alice (WHABBA)

I always aim to provide a high standard of customer care and am keen to ensure you have the best possible experience. Every customer's views are important to me. They help to ensure that both I and the independent, self-employed professionals operating within the salon are consistently meeting your needs.

In the event that something did not meet your expectations, or you have a complaint about services provided by any member of the hair, beauty, or makeup team, please get in touch directly with the professional who served you so they have the immediate opportunity to make it right. All complaints are systematically tracked and handled in accordance with this policy to ensure a fair resolution. If you would like to receive an electronic copy of this procedure, please email wonderlandhairbyalice@outlook.com

1. Making a Suggestion

Often people feel more comfortable suggesting improvements rather than complaining formally. Anyone receiving services—as well as their friends or family—is welcome to make a suggestion.

We recommend that you first speak directly to your specific service provider to informally resolve any issues that may have arisen. Comments or constructive suggestions can be made directly to the professional on-site, or forwarded to wonderlandhairbyalice@outlook.com if you prefer to submit your feedback in writing.

2. Making a Complaint

We aim to handle complaints quickly, effectively, and in a fair and transparent manner. WHABBA takes all complaints seriously. We use the valuable information gained from investigations to improve the way we work with clients and how we manage our salon environment.

We treat all complaints in strict confidence, in line with our internal Data Protection Policy. WHABBA assures all clients that services will never be withdrawn or reduced simply because a complaint was made in good faith.

3. Who Can Complain

Anyone affected by the way services are delivered at WHABBA—whether by Alice directly or by an independent self-employed professional operating under the WHABBA brand—may make a complaint. A representative may complain on behalf of an affected person if that person:

- Is unable to make the complaint themselves due to physical or cognitive incapacity.
- Has given explicit, documented consent for the representative to act on their behalf.
- Is a minor accompanied by a parent or legal guardian.

4. How You Can Make a Complaint

You can lodge a complaint through any of the following channels:

- **In Person:** Speak directly with either Alice or the independent professional responsible for your service.
- **By Communications:** Via telephone, written letter, or email.
- **Oral Complaints:** Where a complaint is made verbally, either Alice or the professional involved will make a formal written record of the discussion. A copy of this written record can be provided to you upon request.
- **Anonymous Complaints:** We investigate anonymous complaints under this exact same procedure wherever practical. However, providing your contact details makes it significantly easier for us to gather context and inform you of the outcome.

5. Allocation of Responsibility

Because our salon features independent professionals:

- The specific **self-employed professional** who carried out your treatment holds primary legal and financial responsibility for addressing, correcting, or indemnifying complaints regarding their specific technical work.
- **WHABBA management** retains overall administrative responsibility for facilitating this complaints procedure, ensuring timelines are met, and maintaining general salon service standards.
- We will provide, as far as is reasonably practical, any physical or communication assistance you need to understand and navigate this complaints procedure.

6. How We Handle Complaints

- **Acknowledgement:** We will acknowledge your complaint within **3 working days** of receipt.

- **Investigation:** We aim to complete all investigations and resolve complaints within **28 working days**. If a complex issue requires an extension, we will contact you to agree on a revised timescale.
- **Outcome:** Once the investigation is complete, we will write to you directly with a clear summary containing:
 - Details of our findings.
 - Any corrective actions taken by WHABBA or the independent professional.
 - Our formal proposals to resolve the matter to your satisfaction.

7. Time Limits

You should lodge your complaint as soon as possible after the event occurs or comes to your attention. If a complaint is raised more than **12 months** after the event, it may no longer be possible for us or the independent professional to investigate the facts fairly or accurately. However, we will always consider whether you had an exceptional reason for the delay before closing a file due to time limits.

8. Contact Details

At any stage during this process, if you are unhappy with the way your complaint is being managed, you can escalate the matter directly to salon management:

Wonderland Hair & Beauty By Alice

1, Police Houses, Gateshead Road, Streetgate, Sunniside, Newcastle upon Tyne, NE16 5LG

- **Telephone:** 07858392866
- **Email:** wonderlandhairbyalice@outlook.com

Further Steps

If your complaint has been fully processed through our internal procedure and you remain dissatisfied with the outcome, you can escalate your dispute to an independent consumer protection body.

You can contact the **Citizens Advice Consumer Helpline** for free, impartial advice on your statutory rights under the Consumer Rights Act 2015, or seek resolution via an approved Alternative Dispute Resolution (ADR) provider specializing in retail and personal services.

- **Citizens Advice Phone:** 0808 223 1133
- **Citizens Advice Website:** www.citizensadvice.org.uk