At James Burrell we aim to provide the highest possible levels of service across all areas of our business, and we hope that our customers will rarely have cause to complain.

We regularly undertake and record customer survey and feedback exercises, as your opinion matters. It helps us to work out what our customers like, what we do well, what we could do better, which helps to improve our service levels. We thank all our customers in advance for volunteering their time for any such survey or feedback exercises they take part in.

If you would like to nominate one our colleagues or branches for praise for exceptional service we would welcome your feedback, and the Management Team will pass on that recognition. Please visit the feedback section of our website to do so, making sure to name individuals who you wish to praise.

Our Pledges to you:

- **We will offer fair and competitive prices across all of our product ranges**
- **We will offer quality products and service at all times**
- **We will offer friendly, helpful and professional service from all of our staff**
- **We will clearly communicate order details and delivery dates to our customers**
- **We will make you aware of any problems or variations with your orders**
- **We will always handle your orders efficiently and accurately**
- **We will respond promptly and fairly to complaints and problems**

Unfortunately, we know there will be times when things go wrong, and you may need to contact us to help put things right or to complain. We have set out our complaints procedures to assist you.

Step 1 – informal complaints

If you do have cause to complain, we would ask that you initially speak to one of our branch management team. Please use our branch location page to find their contact details. Most matters can be resolved promptly at this stage, but if you are unhappy with our initial response or proposed resolution then please contact us formally.

Step 2 – formal complaints

If we are unable to resolve your complaint in the first instance, please contact us formally via one of the following methods and we would ask that you provide as much information as possible to allow us to investigate promptly:

Online	Please complete the online form on the customer feedback section of our website
In writing	Please write to Customer Services, James Burrell Ltd, Deptford Road, Gateshead, NE8 2BR
Email	Please email: russellfield-smith@jamesburrell.com

Our response to complaints

We will acknowledge your formal complaint with a unique reference number within 2 working days of receipt and following investigations we aim to send our written response within 5 working days. If we are unable to confirm a written response to your complaint within 5 working days, we will still contact you to explain why.

We value our customers, and are proud of our customer service, and we will always aim to behave in a fair and equitable way to resolve complaints and disputes. After investigation if we have fallen short of what you should have expected from us then we will endeavour to explain what went wrong, propose one or more solutions, and explain how we will change our practices to prevent similar problems in the future.

However, there may be times when we may not be able to reach a satisfactory agreement with you. If that is the case and you are still dissatisfied then you are able to refer your complaint further to our Commercial Director for further consideration, and this should be made in writing or via email.

Commercial Director: robrichardson@jamesburrell.com

Our Commercial Director will then look at the complaint again and once that review is completed, we will provide you with a final response on behalf of James Burrell within 7 working days of receipt.

Date: 1st March 2025