



**Brownhills**  
Group

www.brownhills.co.uk

## **Brownhills Customer Service Statement**

At Brownhills we help people achieve the ultimate in freedom. Freedom to choose the location of your leisure time. Freedom to experience new places, new countries and make new friends whenever and wherever you choose. The ultimate adventure.

We are lifestyle purveyors; helping to create memories, experiences and stories that will never be forgotten. We pander to your every need - as sole specialists in motorhomes, not camping or caravans; our focus is total and our collective knowledge unsurpassed. Our carefully selected manufacturer partnerships are forged from years of experience and exclude those who cannot match our specification and aftercare demands. In this way, we make sure your dream doesn't turn into a nightmare and still offer total variety to cater for the needs of every freedom seeker.

We love motorhomes, we eat, sleep, drive and love our motorhomes; we sell more motorhomes than any other because we live motorhomes like no other.

This is our 30 second commercial, our goal. Wherever possible, we want you to agree with this perception of ourselves. See our customer comments on the [feedback page](#) for more information.

We, the Brownhills Group, have launched an ambitious and extensive programme of customer service improvements across our six UK operations. We are the UK's largest motorhome retailer who, under new management, have already changed some of the perceptions people have of the organisation, ensuring the company is on track to deliver first class service in every aspect of its business.

At Brownhills, we are already able to point to visible markers of improvement and make the following 7 point commitment to on-going continuous improvement.

### **Brownhills seven-point plan: Our commitment to you around service improvements**

1. Questions are inevitable, especially from people new to motorhoming - this website now hosts a contact ticket system on the home page which is an open opportunity to ask questions when customers can't find answers elsewhere - we will always try to help.
2. Get to the bottom of current product issues with the motorhome manufacturers and thereby work to ensure that the product is right in the first place and de-select those partners who cannot meet this requirement or who fail in aftercare.

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3. Improve our after sales performance, aiming for "right first time, on-time, every time" in our long term quest to deliver excellent aftercare. We also seek to resolve customer issues quickly.
4. Improve parts availability by working closely with the suppliers to improve the generally poor industry parts performance.
5. Achieve a user friendly website that is easy to navigate. Adding a frequently asked questions page and providing useful motorhoming information like weather forecasts and driving tips.
6. Improve customer satisfaction and retention through our Club Brownhills facility and invite unsatisfied customers to give feedback through the "submit a ticket" facility on line or its sister channel - the "Express Complaint".
7. Answer all emails and phone calls within a few hours. Make it easy for our customers to contact us. And be accountable by providing performance data regarding our response times on the website.

Our fast response systems under the umbrella "Submit a Ticket" are already in place and our measurement systems for telephone and query response times are running 24/7. It is simplicity itself to launch a query or complaint. In parallel, we bare our chests in terms of telephone response rates and clearance of queries. We are also now delighted to receive rounded performance feedback from our customers for both sales and aftersales - where every submission is promptly responded to.

### **Brownhills Complaints Procedure: Our commitment to you around complaint handling**

- Complaint is received, logged and sent to the relevant member of staff at Branch in the same day \*
- This member of staff has 48 hours (in the working week) in which to investigate the complaint and to resolve (this does not necessarily mean that the customer will agree the resolve). This stage includes reference to the manufacturer if the complaint is mainly product related.
- If the complaint has not been resolved within 48 hours an email will be sent to the appropriate line manager
- If the line manager cannot resolve the complaint in a further 48 hours, it will be escalated to Head Office. This stage of the process includes providing feedback to the manufacturer in the event that advice was sought at stage 1.
- If the matter remains unresolved after 48 hours assessment at Head Office, in order to proceed to our final stage - the customer would need to précis the matter on our website Express Complaint system. This will ensure a new

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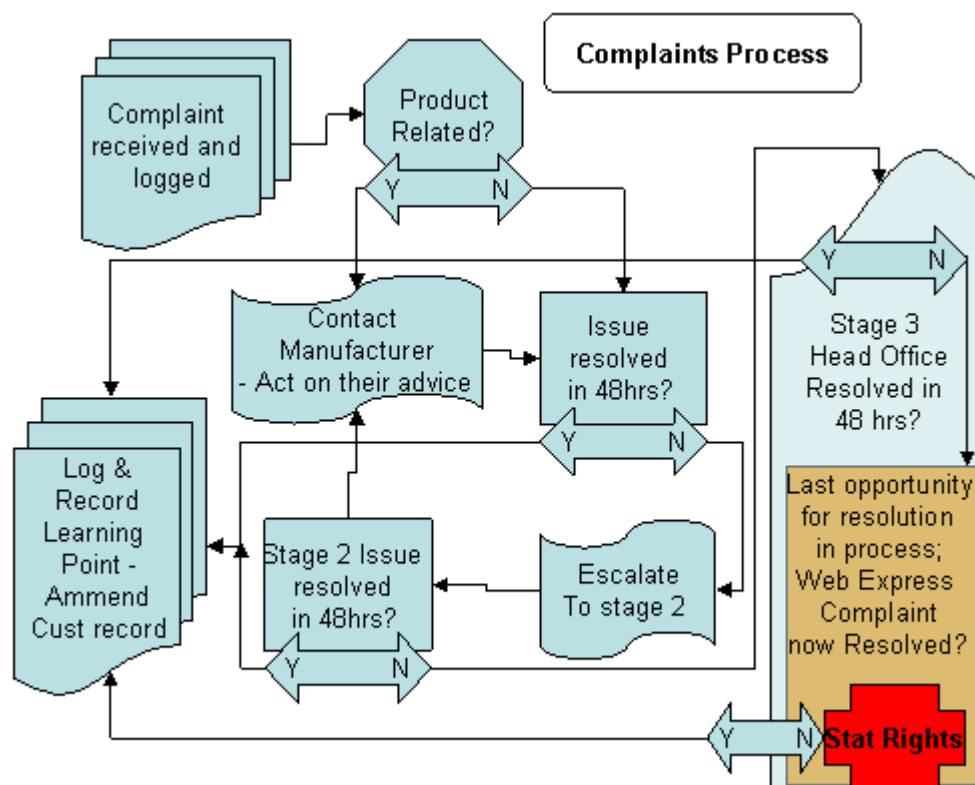
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appraisal from a fresh pair of eyes. Failing resolution at this stage, the company complaint process has expired and no further course of redress would be available through the company. Express complaint operates only from this website and initiation is by Brownhills Management decision only.

- This does not affect the customers statutory rights.

\* If any of these target timelines slip by reason of holidays, difficulty in communicating with manufacturer, parts identification, further information required etc - we will keep the customer informed wherever possible.

Flow Chart:



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