

## **BBC TVL Goodwill Guidance**

### **1. Introduction**

BBC Television Licensing regards complaints as a positive source of feedback and as a learning opportunity that enables us to be more responsive to our customer and provide the best service we can. At BBC TVL we recognise that in some cases we may not be able to meet our customer's expectations or our own high standards of service.

### **2. Purpose**

2.1 The purpose of this guidance is to provide clarity over the circumstances in which a payment should be considered. The guidance should be clear and easy to understand and enable TVL staff to feel comfortable deciding whether to offer a goodwill payment and how much to offer in various customer service scenarios. Adherence to this guidance will ensure that gestures of goodwill made to customers are consistent and fair.

### **3. Scope**

3.1 A robust complaints procedure is embedded within TVL and forms part of TVL's commitment to deliver exceptional customer service. The complaints procedure aims to resolve any issues identified, offer an apology where TVL have failed to provide the highest service or got it wrong and importantly ensure that TVL learns from any issues highlighted and puts in measures to prevent these from recurring.

3.2 This goodwill guidance should be used for all escalated complaints where either:

- (a) TVL have been unable to resolve the complaint through investigation and other forms of remedial action and the complaint is substantiated.
- (b) The customer has specifically asked for financial payment to be considered.

### **4. Types of Goodwill**

4.1 For the vast majority of complaints the thorough investigation of concerns and complaints, necessary remedial action and apology is appropriate.

4.2 For a small minority of complaints goodwill may be offered in two ways.

- Monetary: This is a financial reimbursement where a customer will be compensated.
- Non-monetary: This may be flowers, chocolates or replacement of a damaged item.

### **5. Minimum and maximum limits of monetary goodwill**

It is TVL's practice to be fair to its customers and in a minority of escalated complaints, where TVL has been at fault, to offer a financial payment as a gesture of goodwill, whilst seeking to keep costs at reasonable levels mindful of the fact that the Licence Fee is there to fund the BBC and provide best value for money.

## **Impact Matrix**

Level of TVL failure	Impact on customer				
	Negligible 1	Minor 2	Moderate 3	Major 4	Extreme 5
5	Low	High	V High	Extremely High	Extremely High
4	Low	Medium	High	V High	Extremely High
3	Low	Low	Medium	High	V High
2	V Low	Low	Low	Medium	High
1	V Low	V Low	Low	Low	Low

**For Very Low impact complaints no amount should be offered**

This may be a dislike to the hold music at our call centres or opening times.

**For Low impact complaints the amount offered should be 10% (£15)**

Examples of this may be sending marketing to an address in error despite the customer highlighting this and a valid license being in place, failing to change an address appropriately despite the error being highlighted by the customer, missed payments.

**For Medium impact complaints the amount offered should be 20% (£30)**

This may be where TVL have either breached legislation or guidance in error, or where there is evidence that a member of TVL staff has displayed exceptionally poor service.

**For High impact complaints the amount offered should be 30% (£45)**

This may be where TVL has carried out a minor data breach or we have threatened to prosecute in error.

**For Very High impact complaints the amount offered should be 50% (£75)**

This may be where TVL has prosecuted someone in error. This may also be used for minor accidental damage to property which is supported by evidence.

**For Extremely High impact complaints the amount offered should be 100% (£145)**

This may be in the case of inappropriate prosecutions or in very rare circumstances loss of earnings through court attendance. This may be in the case of serious data breaches.

## **6.0 Appealing against the decision**

If a customer is unhappy with the decision the standard escalation process for complaints would apply.

## **7.0 Discretion**

Discretion may still be exercised and where appropriate and following a case review for serious cases a higher payment may be offered.