



Creative Services Limited (CSL)
Complaint and Response Mechanism (CRM) Guideline
(Version-1, Effective from January 01, 2024)

1. Introduction

Creative Services Limited (CSL) is committed to addressing concerns and complaints from its stakeholders promptly, fairly, and effectively. The Complaint and Response Mechanism (CRM) Guideline outlines the procedures and principles for effective complaint management, ensuring stakeholder satisfaction and trust. The guideline emphasizes accessibility, responsiveness, fairness, and continuous improvement, with details and procedures tailored to CSL's company, size, and stakeholder requirements.

2. Purpose

The purpose of this guideline is to:

- Provide a structured approach for receiving, assessing, and responding to complaints.
- Ensure that complaints are handled in a timely, fair, and confidential manner.
- Identify opportunities for organizational improvement based on feedback from stakeholders.

3. Scope

This guideline applies to all complaints received from stakeholders, including but not limited to customers, employees, suppliers, and the community.

4. Principles

4.1 Accessibility

- Ensure that stakeholders can easily access the complaint mechanism and understand how to submit complaints.

4.2 Responsiveness

- Acknowledge receipt of complaints promptly and provide regular updates on the progress of investigations.

4.3 Fairness

- Treat all complainants impartially and without prejudice.
- Conduct thorough and objective investigations into each complaint.

4.4 Confidentiality

- Maintain confidentiality of complainants and the details of their complaints, except where disclosure is necessary for investigation or resolution.

5. Complaint Handling Process

5.1 Receipt of Complaints

- Establish multiple channels for receiving complaints, such as email, hotline, website, and in-person submissions. Concerns can be reported through the following channels:
 - Email: Send a detailed report to cslbd71@gmail.com.
 - Phone: Call the Compliance Hotline at +88-01718-966013.
 - In Person: Report directly to the Compliance Officer or any member of senior management.
- Designate responsible personnel or a dedicated department to manage complaints.

5.2 Acknowledgment and Registration

- Acknowledge receipt of complaints promptly (if contact details are provided), preferably within 3 (three) working days.
- Record relevant details of the complaint in a centralized system or log.

5.3 Investigation and Resolution

- Assign qualified personnel to investigate complaints thoroughly and impartially.
- Gather relevant information and evidence to assess the validity of the complaint.

5.4 Communication and Feedback

- Provide regular updates to the complainant on the progress of the investigation.
- Communicate findings and proposed resolutions to the complainant in a clear and understandable manner.

5.5 Closure and Follow-Up

- Close complaints formally after resolution, ensuring that the complainant is satisfied with the outcome.
- Monitor the implementation of corrective actions and follow up with complainants as necessary.

6. Review and Improvement

6.1 Monitoring and Reporting

- Monitor the effectiveness of the CRM system through key performance indicators (KPIs) such as complaint resolution time and customer satisfaction.
- Generate regular reports on complaint trends, analysis, and outcomes.

6.2 Continuous Improvement

- Use feedback from complaints to identify areas for organizational improvement.
- Review and update the CRM guideline and procedures periodically to enhance effectiveness.

7. Training and Awareness

- Provide training to employees involved in handling complaints on the CRM guideline, procedures, and customer service skills.

- Promote awareness among stakeholders about the availability and use of the complaint mechanism.

8. Compliance and Legal Obligations

- Ensure that the CRM guideline complies with relevant laws, regulations, and company standards.
- Maintain records of complaints and actions taken in accordance with legal requirements.