

CIM

CX097 CIM Complaints Policy



POLICY TITLE	CIM Complaints Policy		
POLICY VERSION	V7	POLICY REFERENCE	CX097
REVIEWED DATE	February 2026	NEXT REVIEW DUE	February 2027
POLICY OWNER	Director of Membership, People & Workplace	RISK REGISTER	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		STAFF INDUCTION	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Related Documents		
Document Title	Document owner	Location
Customer Service policy	Head of Customer Experience & Operations	https://my.cim.co.uk/mycim/studying/policies/
Appeals Policy	Quality & Compliance Lead	https://my.cim.co.uk/mycim/studying/policies/
Enquiry about Results Policy	Operations Manager	https://my.cim.co.uk/mycim/studying/policies/
Online assessment review policy	Head of Qualifications	https://my.cim.co.uk/mycim/studying/policies/

Purpose

The Chartered Institute of Marketing (CIM) strives for the highest standards in service delivery. However, if we fall short of your expectations and you wish to make a formal complaint, this policy sets out the process.

The objectives of this policy are to confirm that:

- Individuals have a fair and effective way to complain about the service provided
- Everyone knows how to provide feedback and how a complaint will be handled
- Complaints are dealt with consistently, fairly, and sensitively within clear time frames
- Complaints are acted upon and, where appropriate, used to improve CIM services

Scope

CIM welcomes all feedback from members, delegates, and other service users, on any aspect of CIM services. Such feedback is invaluable in helping us to evaluate and improve. (Customers of CIM Business Centre can provide feedback via – feedbackmh@cim.co.uk)

We will view a complaint as a communication to CIM where a member or customer tells us they have found a situation or experience unsatisfactory and it's clear that there is an expectation that we investigate the cause and take any appropriate remedial action.

CIM will ensure that it:

- Liaises with you, unless express permission is granted that CIM should liaise with a third party
- Handles all complaints in a confidential manner, wherever possible
- Investigates the complaint fully, objectively, and within the stated time frame
- Records, stores, and manages complaints accurately and in accordance with relevant legislation
- Notifies the individual making the complaint of the results of the investigation

- Informs the individual making the complaint (where appropriate) of any action that will be taken to ensure that there is no re-occurrence
- Monitors the number of complaints received, the outcome of investigations and any actions taken as a result
- If a complaint uncovers a failure in an assessment process, the CIM Awarding Body will take all reasonable steps to identify what caused the issue, correct or mitigate any adverse effect, and take steps to ensure that the failure does not reoccur.

Policy statement

Complaints procedure

Each complaint will be acknowledged within five working days of receipt, and when further investigation is required, responded to within 20 working days.

Depending on the area of the business that your complaint relates to, it will be investigated by the relevant team.

CIM reserves the right not to enter into further correspondence once the complaints process has been followed and our final decision has been communicated.

If you contact us via email we can reply quicker. If you prefer to make a complaint via post, please send it to *Standards & Complaints Manager, CIM, Moor Hall, Cookham, Berkshire SL6 9QH*.

Complaints concerning a Learning Partner

Customers who have a complaint about a Learning Partner should firstly follow the Learning Partners complaints procedure to seek a resolution. If the issue remains unresolved, then escalation to CIM can be made and if appropriate we may intervene. Please include details of all the relevant communication you've had with the centre and their response/s and email comments@cim.co.uk

Complaint relating to CIM Awarding Body

If your complaint relates to an online exam, you should follow the guidance in the Online assessment review policy and procedure, which can be found under MyCIM/ Studying. If your complaint relates to a CIM assignment, please firstly contact your study centre.

In line with regulatory requirements CIM has an [Appeals Policy](#) for CIM members, Marketing Club registrants, Accredited Study Centres, Apprentices and Apprenticeship Training Providers.

Complaint relating to your assessment results

We understand that you may not always receive results that were what you hoped for. You can find resources to help in your MyCIM account, including Level Feedback and Senior Examiner Reports. You can also contact your study centre for support. However, if you have a complaint relating to marking, moderation or malpractice you can consider the Enquiry about Results or Appeals processes - see links above for further details.

A Learning Partner with a complaint relating to CIM

Any issues relating to accreditation, assessments or service should be made via the email studycentres@cim.co.uk or to your centre's Learner Partnerships Manager for investigation and response.

Complaint relating to customer service, a CIM product or event

If you have found a CIM service, experience or product unsatisfactory please let us know so we can try and put things right and improve. We will always try to resolve your complaint promptly in one contact but if you remain dissatisfied with our first response, or you're not sure who to contact, please email comments@cim.co.uk

If your complaint relates to a CIM member

Information can be found here in our [Code of Professional Conduct](#) and any emails relating to a potential breach of the Code of Professional Conduct may be made to comments@cim.co.uk and will be forwarded to the Institute Secretary. The complaints process will be managed by the Institute Secretary.

Data protection complaints

If your complaint relates to your personal data, you can email mydata@cim.co.uk and we will acknowledge your complaint within 30 days. We will investigate; keep you informed and notify you of the outcome. If we need any proof of identity, we'll let you know. See our Privacy Policy for more information.

Monitoring complaints

Complaints provide important insight which, along with data provided by user feedback, surveys and focus groups, allows CIM to improve the services it provides.