	UGANDA NATIONAL BUREAU OF STANDARDS PUBLIC RELATIONS AND MARKETING DIVISION		Document No. UNBS/OP/013
	Document Type:	OPERATING PROCEDURE	Revision No: 02
	Document Title:	CUSTOMER FEEDBACK MANAGEMENT	Effective date: 10 FEB 2026

1.0 Purpose

To provide guidance on handling of all customer feedback (customer satisfaction surveys, compliments, complaints and inquiries) for their effective management.

2.0 Scope

The procedure applies to all internal and external customer feedback.

3.0 Responsibilities

3.1. Head of Public Relations & Marketing Division or any officer in delegated authority (Departmental complaints handlers) shall be responsible for:

- a) Recording all complaints received from customers with all relevant information required i.e. name, gender, region, location to nearest landmark, contact information and details of complaint and any evidence to support the complaint.
- b) Logging all received complaints into the UNBS client support portal and capture the reference number on:
 - i) Complaints, Disputes and Appeals Form (CERT/F/16) for Certification Department
 - ii) Customer feedback form (UNBS/OF/013) for other departments other than Certification Department
- c) Coordinate with relevant Departments/ Divisions to ensure that all customer complaints are investigated and resolved within the UNBS client charter timelines.
- d) Coordinate with the relevant departments to ensure that inquiries are responded to in accordance within the UNBS client charter timelines.
- e) Closing the raised complaints and providing timely feedback to clients according to the client charter timelines.
- f) Acknowledging compliments received





3.2. Head of Public Relations & Marketing Division or any officer in delegated authority shall be responsible for planning, execution, analysis of data collected and reporting of results for customer satisfaction surveys


3.3. Heads of departments shall be responsible for handling internal customer feedback.

4.0 4.0 Definitions:

4.1. Complaint - An objection to something that is unfair, unacceptable, or otherwise not up to normal standards

4.2. Inquiry - A request for truth, information, or knowledge.

Written by: Customer Care Officer	Reviewed by: PPRO	Checked by: QMR	Approved by: Ag. DED (C)	Approval Date
				05/02/2026

	UGANDA NATIONAL BUREAU OF STANDARDS PUBLIC RELATIONS AND MARKETING DIVISION	Document No. UNBS/OP/013
Document Type:	OPERATING PROCEDURE	Revision No: 02
Document Title:	CUSTOMER FEEDBACK MANAGEMENT	Effective date: 10 FEB 2026

4.3. Compliment - A polite expression of praise, admiration, or respect for someone or something they have done

5.0. Abbreviations

Not applicable

6.0. Description of handling Customer Complaints

6.1. All Complaints shall be received either in writing, via telephone, verbally, electronically (website, social media, emails, etc.) or from walk-in clients.


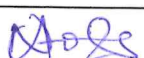

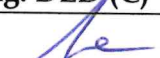
6.2. All customer complaints will be recorded in the customer support portal. Processing and handling customer complaints shall be done through the portal.

6.3 The UNBS customer support portal can be accessed through the website or directly via link: <https://support.unbs.go.ug/>



6.4. Upon receipt, a complaint shall be lodged into the support system by any staff and it shall be allocated a system generated reference number.

6.5 Information recorded shall capture the name of the complainant or organisation, address and telephone number gender, region, nature of complaint, details of the complaint and at-least two (2) supporting images relevant to the complaint.

Written by: Customer Care Officer	Reviewed by: PPRO	Checked by: QMR	Approved by: Ag. DED (C)	Approval Date
				05/02/2026



**UGANDA NATIONAL BUREAU OF STANDARDS
PUBLIC RELATIONS AND MARKETING DIVISION**

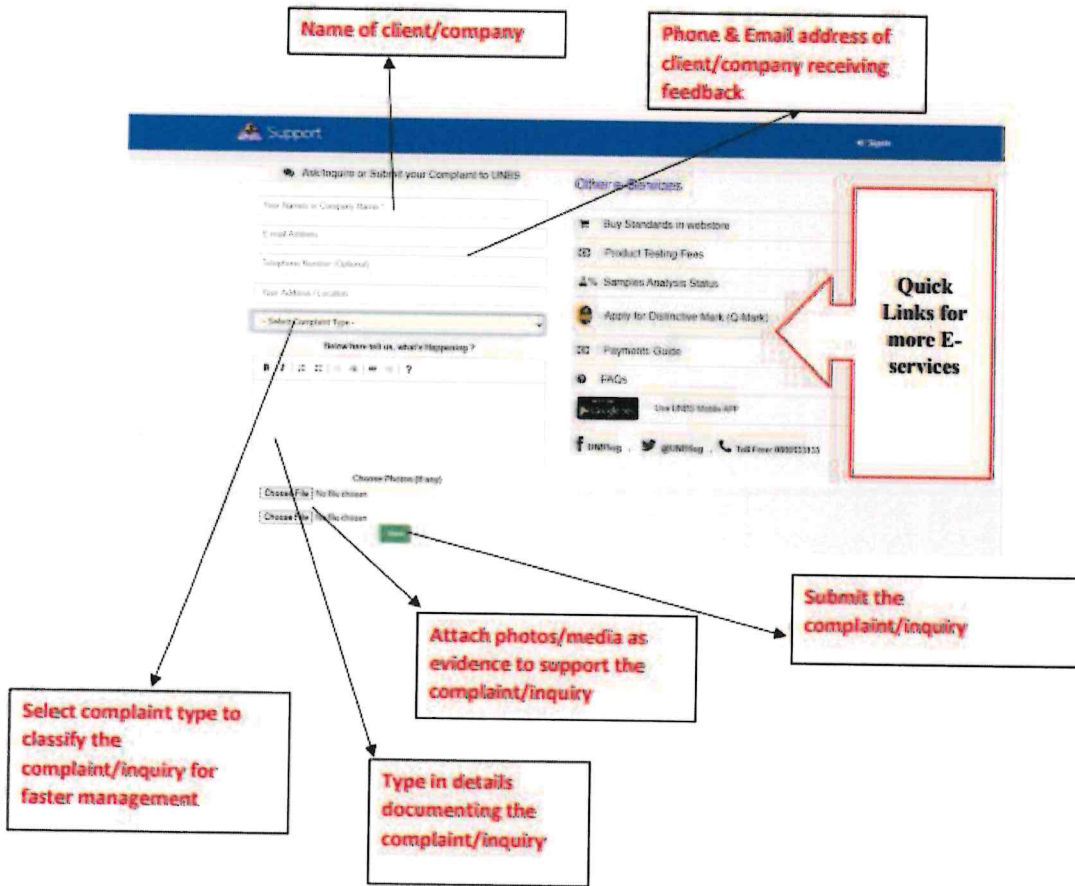
**Document No.
UNBS/OP/013**

Document Type: OPERATING PROCEDURE

Revision No: 02

Document Title: CUSTOMER FEEDBACK MANAGEMENT

**Effective date:
10 FEB 2026**




6.6 The designated officer shall validate the complaint by attaining sufficient information. In case the complaint is valid, it shall be routed or forwarded to the concerned technical department for further management in the support portal.

6.7. Routed complaints shall be handled at Departmental level and feedback on root cause, correction, corrective action and closure remarks of such complaints shall be maintained in the support portal.

6.8. The outcomes of the complaint investigation/resolutions shall be communicated to the complainant on resolution of the complaint. The outcomes to be communicated to the complainant shall not be made by, or reviewed and approved by individuals involved in the original activities in question.

6.9 All complaints that have legal implications on UNBS shall be handled by Legal Counsel and the office of the Executive Director.

Written by: Customer Care Officer	Reviewed by: PPRO	Checked by: QMR	Approved by: Ag. DED (C)	Approval Date
				05/02/2026

	UGANDA NATIONAL BUREAU OF STANDARDS PUBLIC RELATIONS AND MARKETING DIVISION	Document No. UNBS/OP/013
Document Type:	OPERATING PROCEDURE	Revision No: 02
Document Title:	CUSTOMER FEEDBACK MANAGEMENT	Effective date: 10 FEB 2026

6.10 The designated officer shall compile monthly reports and submit them to Head Public Relations and Marketing Division.

7.0. Description of handling Inquiries

7.1 All inquiries shall be received either in writing, via telephone, verbally, electronically (website, social media, emails, etc.) or from walk-in clients.

7.2 All customer inquiries will be recorded in the customer support portal.

7.3 Feedback shall be provided using the most appropriate communication platform or that preferred by the client.

7.4 Any inquiry that has legal implications on UNBS shall be handled by Legal Counsel and the office of the Executive Director.

7.5 All inquiries shall be closed within the stipulated timelines as per the customer service charter. A reason shall be given for failure to resolve inquiries within the stipulated timelines in the customer service charter.

7.6 The designated officer shall compile monthly reports and submit them to Head Public Relations and Marketing Division.

8.0. Description of handling customer satisfaction surveys


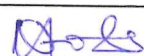


8.1 In order to evaluate the efficiency and quality of services delivered by the different functional areas of UNBS, a customer satisfaction survey will be conducted at least once a year to include services offered at the different regional offices.

8.2 The questionnaires are sent to the respondents via e-mails or at the front office in hard copy.

8.3 During surveys, information is collected from respondents using questionnaires as the data collection tool.

8.4 Upon closure of the survey, the data collected is analysed for conclusive reporting.

8.5 The information from data analysis is then evaluated and compared with previous survey information for trends analysis.

Written by: Customer Care Officer	Reviewed by: PPRO	Checked by: QMR	Approved by: Ag. DED (C)	Approval Date
				05022026



**UGANDA NATIONAL BUREAU OF STANDARDS
PUBLIC RELATIONS AND MARKETING DIVISION**

Document No.
UNBS/OP/013

Document Type: OPERATING PROCEDURE

Revision No: 02

Document Title: CUSTOMER FEEDBACK MANAGEMENT

Effective date:
10 FEB 2026

8.6 In case negative feedback is received during surveys, the Public Relations & Marketing Division shall work with the concerned department to ensure that mitigation measures are put in place to address the negative feedback.

8.7 The survey results are presented in management review meetings to inform management of the level of customer satisfaction so that management can take necessary action.

9.0. Providing Feedback to Customers

9.1. The feedback should be provided within the timelines indicated in the UNBS customer service charter and if the issue cannot be handled within stipulated timeline, the customer should be informed by the designated officer through the support portal.

9.2. Effort shall be made to ensure that customers provide feedback whether their issues have been successfully resolved or not.

9.3. Customer feedback shall be used to enrich and update the Frequently Asked Questions (FAQs) on the website and also inform management decisions through monthly, quarterly and annual reports.

REFERENCE DOCUMENTS

Document Number	Document Title
UNBS/QM/001	UNBS Policy Manual
ISO 9001:2015	Quality Management Systems - Requirements
ISO 10013:2021	Quality management systems - Guidance for documented information

AMENDMENT/REVISION HISTORY

Date of Review	Particulars			Type of changes	Effective date for changes
	Rev. No.	Section	Para No.		
January 2026	02	Header	NA	Changed the UNBs Logo from the old one to the UNBS standard logo The words "Document title" revised to "Document type" The words "section" revised to "Document title" Issue number was deleted	10 FEB 2026

Written by: Customer Care Officer	Reviewed by: PPRO	Checked by: QMR	Approved by: Ag. DED (C)	Approval Date
				05022026



**UGANDA NATIONAL BUREAU OF STANDARDS
PUBLIC RELATIONS AND MARKETING DIVISION**

**Document No.
UNBS/OP/013**

Document Type: OPERATING PROCEDURE

Revision No: 02

Document Title: CUSTOMER FEEDBACK MANAGEMENT

**Effective date:
10 FEB 2026**

January 2026	02			Document number revised from PRM/OP/004 to UNBS/OP/013	10 FEB 2026
		All	All	Changed font style from Arial Narrow to Book Antiqua	
		2		The words "internal and external" have been added to the sentence	
		3	3.1(b)(ii)	Document number for customer feedback form revised from UNBS/OF/012 to UNBS/OF/013	
			3.3	This section was added	
		4	All	This section was added	
		5	All	This section was added	
		6	6.4	This section was added	
			6.6	Customer care officer replaced with designated officer	
			6.10	Customer care officer replaced with designated officer	
		7	7.3	The word "same" has been replaced by "most appropriate"	
			7.6	Customer care officer replaced with designated officer	
		8	8.1	The words "to include services offered at the different regional offices" has been added to the paragraph	
		9	9.1	Customer care officer replaced with designated officer	
		References	N/A	The section was added	
Amendment/ revision history	N/A	The section was added			

It is the responsibility of the holder of this document to ensure that amendments are appropriately implemented.

Written by: Customer Care Officer	Reviewed by: PPRO	Checked by: QMR	Approved by: Ag. DED (C)	Approval Date
				05022026