

Customer Complaints Handling Policy

North & East Trains

August 2024

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1 Introduction

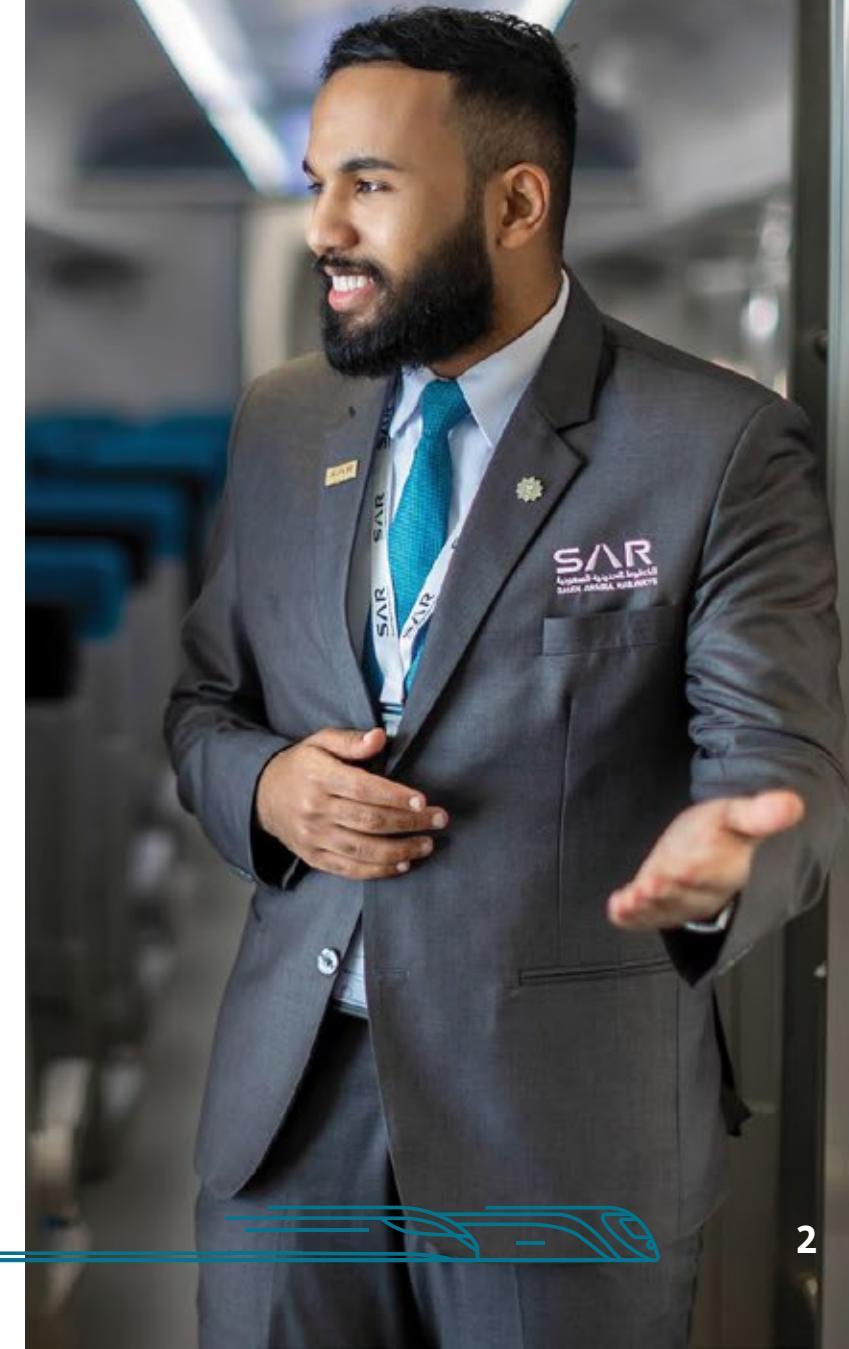
Welcome to Saudi Arabia Railways (SAR). Our SAR North Train operates daily passenger services between Riyadh and Hail, serving Majmaah and Qassim. Overnight sleeper services are also available between Riyadh and Qurayyat, calling at Majmaah, Qassim, Hail and Jauf. Our SAR East Train operates daily passenger services between Riyadh and Dammam serving Hufuf and Abqaiq.

Our route map shows the stations at which we call, and further information is available at www.sar.com.sa.

We are dedicated to ensuring that your travel experience is relaxing and enjoyable and we are committed to providing the highest standards of customer service, as well as great value for money.

We pride ourselves in having a motivated team who are knowledgeable, friendly and passionate about SAR. Our staff ensure that we operate in a safe manner and they are expected to be helpful and proactive in serving you. We are committed to our customers and to providing excellent service. We value customers' opinions and we welcome your feedback and views.

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Our team are encouraged to use their common sense and discretion in dealing with individual situations on their own merits so that every customer is given the best service that we can possibly offer.

Occasionally, though things do go wrong, and we do our best to resolve any issues as quickly as we can. This document is our Complaints Handling Policy (CHP) which sets out our standards for receiving feedback, how we manage your concerns to ensure that we learn from our mistakes and how we address the issue(s) that you have raised.

The policy includes:

- How to contact us.
- How we will respond to your complaints and when we will respond.
- How we will deal with your complaint fairly.
- When you can expect compensation.
- How we will respect our customers confidentiality.
- How we will monitor and review the feedback you provide us.
- What action we have taken to address the issues and make improvements.

This policy does not affect your rights, which are set out in the Transport General Authority (TGA) Public Transport Passenger Rights. Further copies of this policy and our Passengers' Charter can be obtained from our website www.sar.com.sa or from our Customer Support Team who can be contact in a variety of ways as detailed later in this document.

2 What is our Complaints Handling Policy?

This Customer Complaints Handling Policy explains how we differentiate between feedback and a complaint, our monitoring and reporting arrangements, how we use feedback and complaints to improve our services and how we develop our teams managing such contacts.

A complaint can be described as follows:

"A complaint is an expression of dissatisfaction by a customer or potential customer about service delivery or about company or industry policy." We classify any comments that meet this definition as a complaint.

Our Customer Support Team receive training on how to correctly log a complaint on our system and that includes how to separately classify a complaint and feedback. Both our customer services and social media teams are trained to probe further when they receive negative feedback to help determine whether these communications are complaints.

Every time you are not satisfied with SAR our staff will take your complaint seriously and respond quickly and positively.



Customers may share feedback and complaints about our service verbally, by email, social media and by telephone. We will respond to feedback (where requested) and complaints in a constructive, fair and reasonable manner. We will also look at ways that can improve the service that we deliver to our customers.

We understand that not everything will always run smoothly, however we appreciate that it is the manner by which we respond to such issues that creates goodwill and customer loyalty. Your feedback also helps us to improve our business.

This Complaints Handling Policy is one way that we can help in making a difference to the customer experience.

Our Complaints Handling Policy will;

- Be easily accessible, well publicised and easy to use.
- Ensure efficient handling of a complaint and provide a response within publicised targets.
- Ensure full and fair investigations.
- Observe SAR Passenger's Charter promises.
- Respect people's desire for confidentiality.
- Provide feedback to the SAR management team so that improvements can be made.

We will respond and apologise to customers who complain through a number of means; in person, by telephone, email or social media.

We will also apologise to customers who have not complained but who have also suffered serious disruption or an unpleasant experience on their journey with us. We will endeavor to do this using announcements on-train. In exceptional cases we may also apologise through the press and media where appropriate.

3 How to get in Touch

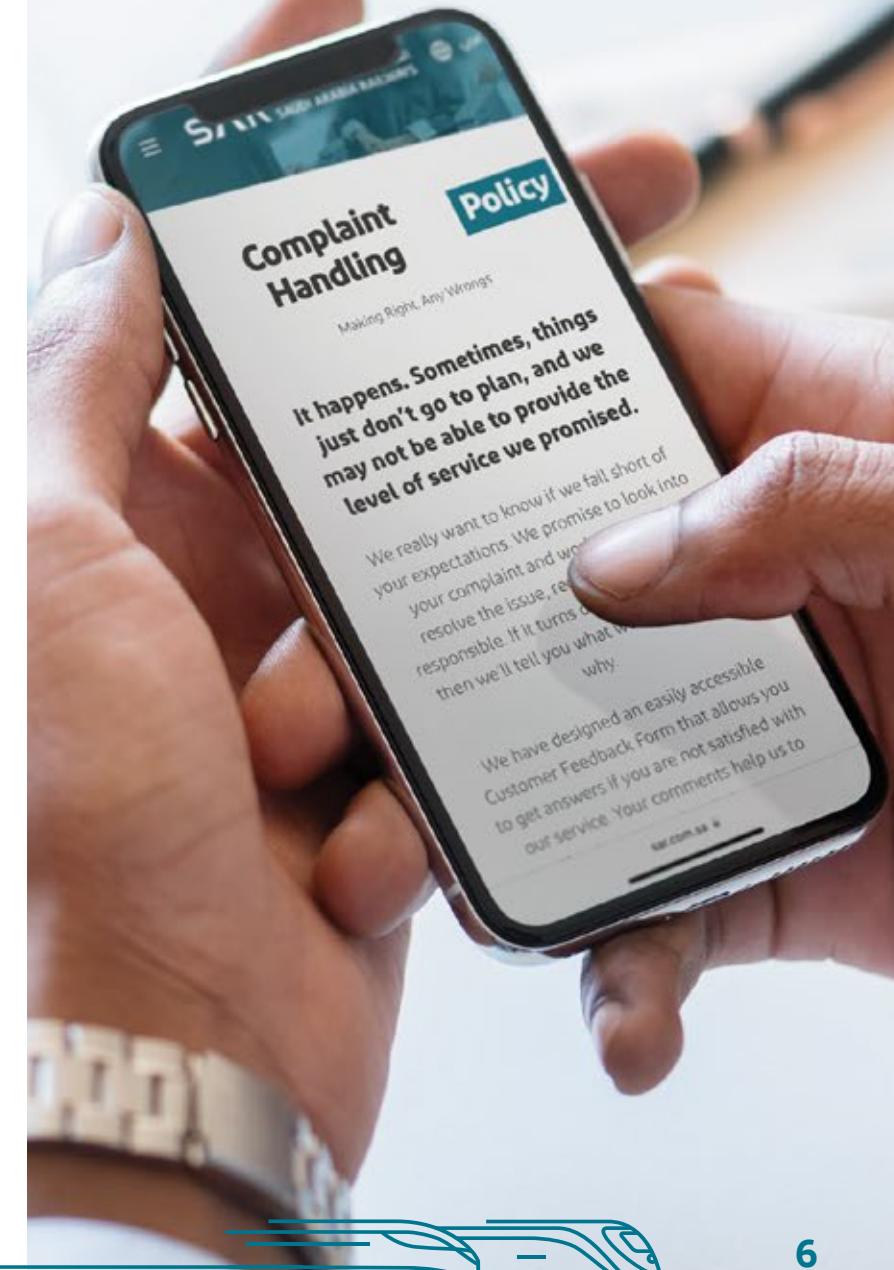
An Accessible Immediate Response

If you have a complaint about the service we provide on any aspect of your booking or journey we can help you. In many situations our team can help to resolve the problem there and then. We encourage our customer facing colleagues to resolve problems for you in this way.

If our front line employees are unable to resolve your issue then their respective supervisor or manager may also be able to help you and provide you with an immediate response or solution.

Our Customer Support Team

We understand that not all issues can be resolved immediately to your satisfaction. To ensure that your complaint is heard we have a small dedicated team of advisors to listen to your comment or complaint and resolve the issues that you wish to raise.





We have a number of ways in which our Customer Support Team can be contacted to make it easier for you. Our contact details are available:

- On our website www.sar.com.sa
- On station leaflets.
- In our Passenger's Charter, available online.

Please note all complaints must be received within 30 days of your journey.

When contacting our team we will need your name, ID number, contact details and the details of your complaint, including the train journey, staff members and/or dates of travel. Where your complaint relates to a service provided to us by one of our suppliers, we will handle it ourselves, liaising with the supplier in the process. We will take note of verbal complaints, but only action those where a written response is required and in doing so we would ask that you make it clear to our team that you require a response, as well as providing the information required.

If your complaint concerns one of our people, while we will confirm if any internal investigation has been commenced by their line manager, we will not confirm what action has been taken against the individual.

Where Arabic is not your first language we will make best efforts to assist you where we can.

The Customer Support Team can be contacted every day on 80012620000.

You can also email us at customercare@sar.com.sa, message us on X @SARNorthEast or send a WhatsApp to +966 567225878.

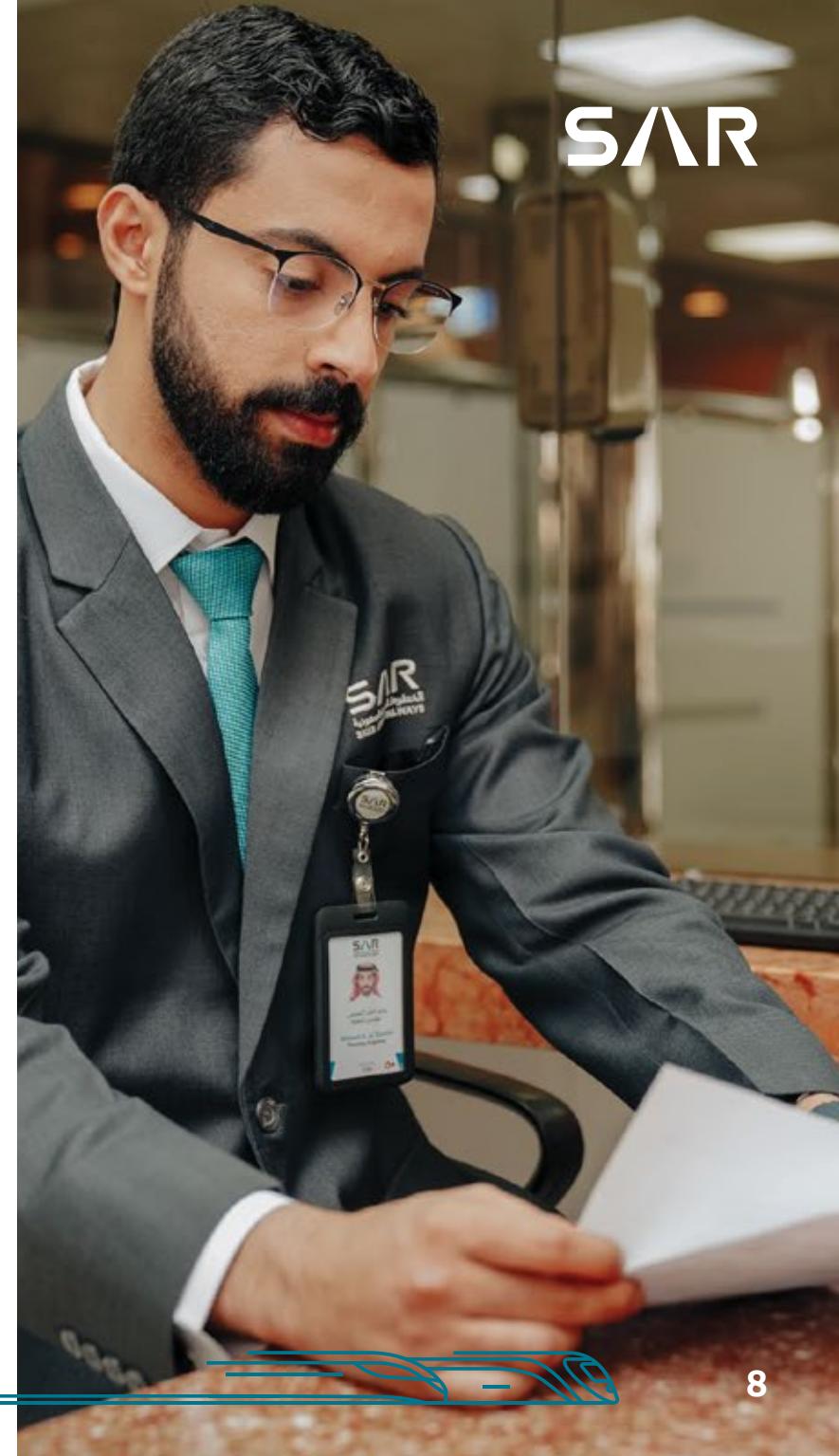
4 What response time should you expect

At SAR, we are committed to responding to your comment or complaint as quickly as possible. We guarantee that we will respond in the following timescales:

- For calls and written complaints submitted via www.sar.com.sa, by e-mail or at stations, we will send an acknowledgement of your complaint including a reference number within five working days of receipt with an expected response time, not exceeding 15 working days. If we need more time to investigate a complaint or check information, we'll let you know within seven working days.
- All complaints will be closed within 30 days of receipt, and we aim to finalise 95% of comments and complaints within 15 days to a satisfactory conclusion.

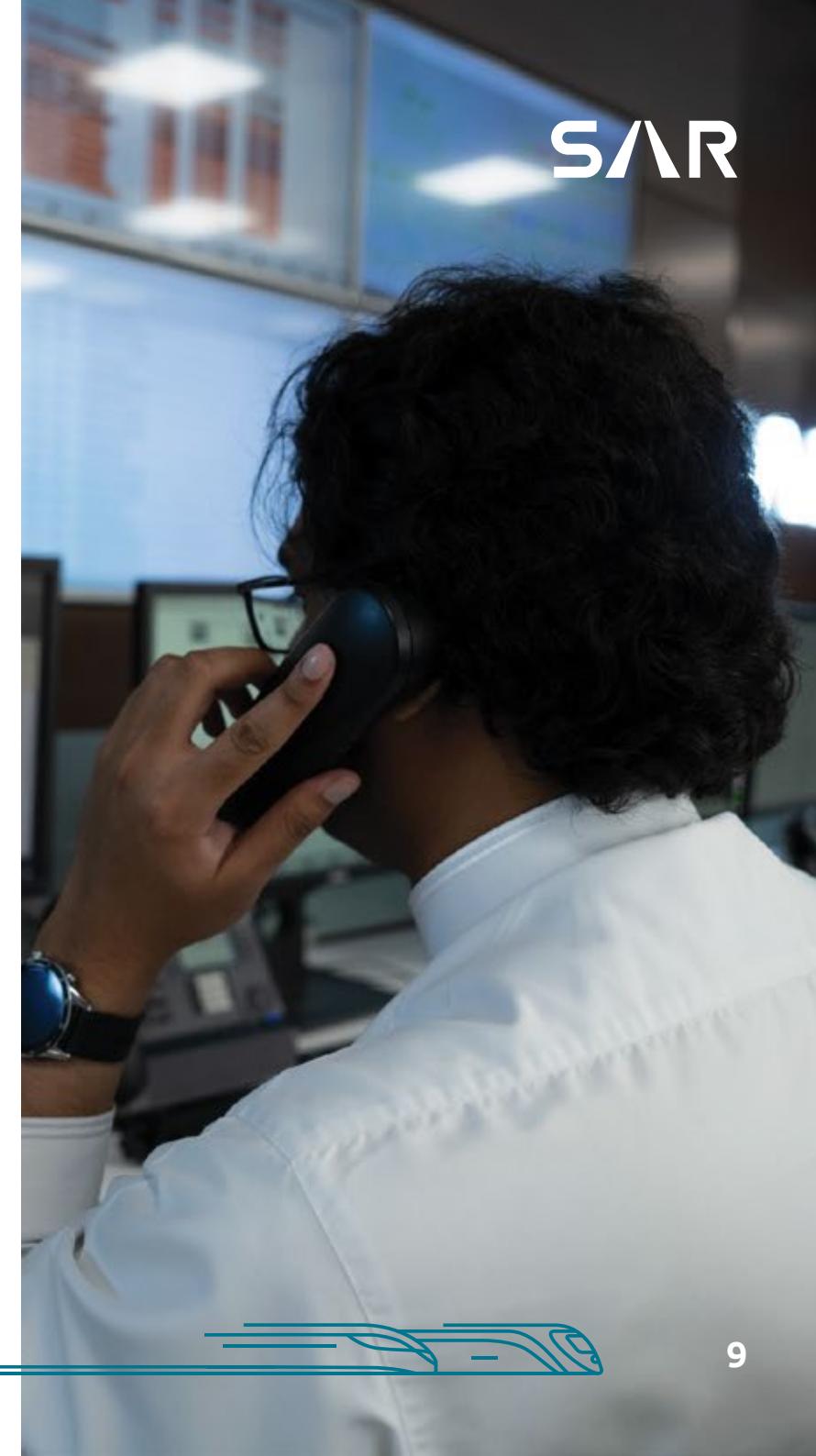
We will use reasonable endeavors to keep to our promised response rates in line with the requirements of the Public Transport Passenger Rights.

In busy periods, such as following a period of major disruption, our response times may increase. However, if this happens, we will put messages on our Customer Contact Centre phone lines and in the email acknowledgements sent from customer services to keep you informed.



Where there is a sudden or unexpectedly large increase in the volume of complaints meaning the 30 day period to respond to complaints is at risk, we will also inform the Transport General Authority (TGA) and request an extension to the target date. Within this notification we will include the reason for the increased correspondence, any mitigation plans, and the procedures to ensure the quality of responses is maintained as well as any steps taken to advise our customers.

When we receive a complaint that cannot be resolved face to face or straight away over the phone or by our social media team, we record the complaint and contact details in our dedicated Customer Relationship Management (CRM) system. Electronic records will be retained for five years.



5 How do we provide a Full and Fair Complaints Process?

We will undertake a full and fair investigation into customer comments and complaints, involving management and senior management where appropriate, to ensure a consistent approach.

We will;

- Ensure that we follow this Complaints Handling Policy.
- Make every effort to address all the issues raised in your complaint in our responses to you; giving you a personalised response.
- Provide full and relevant explanations for the actions or policies being complained about.
- Use clear, jargon-free Arabic/English with correct spelling, grammar and punctuation,

We aim to satisfy your complaint with our first response and apologise when appropriate.

If you are unhappy with our first response and contact us again about it, a manager will review your complaint.



After the second response, if you remain unhappy in relation to your complaint, you are able to contact us again or contact the TGA. The TGA is a government body set up to protect rail users' interests. The organisation is able to review your complaint and make representation to us on your behalf.

Complaints to the TGA should be made through the following link

<https://tga.gov.sa>.

Please note all complaints to the TGA must be received within 60 days of your journey.

All appeal cases received from the TGA will be reviewed by our Customer Services Manager. We will investigate these appeals and will endeavour to respond within 5 working days. If a detailed investigation is needed, we will ensure that we provide a full response within 10 working days, or if your case is very complex, we will agree a longer response time with the TGA.

Once you have raised an appeal with the TGA, we are required to stop all correspondence with you until the TGA have concluded the appeal. This does not of course stop you from contacting us about other issues.

We reserve the right to terminate any correspondence or communication that could be construed as abusive or bullying in content, and which specifically diverts resources and affects key areas of the customer relations area of operations. Complaints of this nature will always be recorded in our systems and a senior manager will investigate and review them.

Following this process allows us to provide a full response including information on the outcome of the internal investigation and what actions have been taken to improve our services. We will also detail any compensation that we may be offering to you.

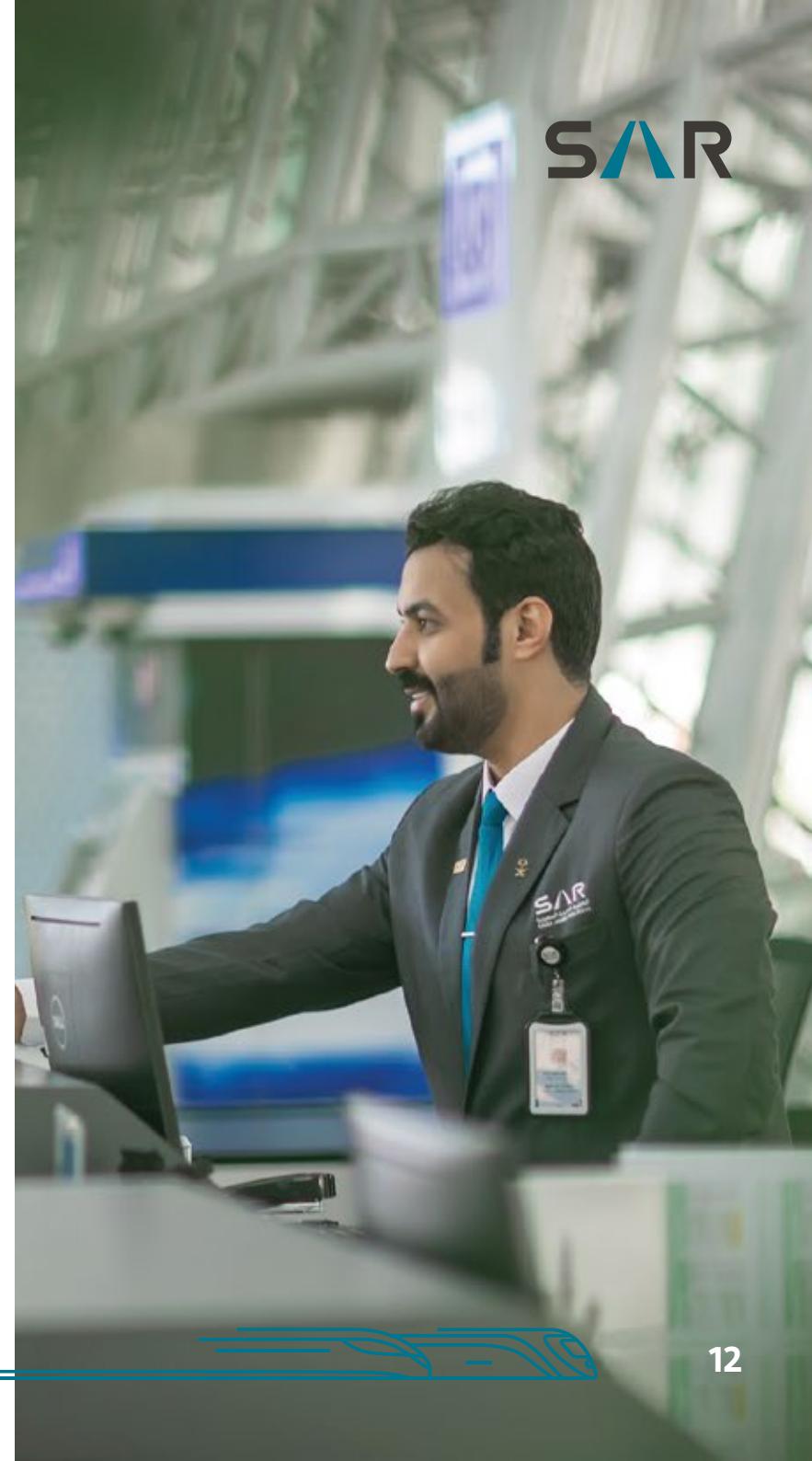


6 Unreasonable, Aggressive or Abusive Customers

We will follow this Complaints Handling Policy and treat customers with courtesy and respect. Our team are here to help you in every way that we can.

If you feel that the reply provided by us has not met with your expectations we understand that you may find this upsetting. You have every right to express your views in a courteous and mutually respectful manner.

We operate a zero tolerance policy concerning verbal abuse and aggressive behaviour. Should we feel that any customers conduct has breached this tolerance we reserve the right to terminate correspondence or communications and report you to the police.



7 The Quality of our Reply

Whenever you complain to us, our aim is to resolve the issue for you the first time you contact us. Where possible, a complaint will be handled by one member of the Customer Support Team from receipt to reply. All complaints including those involving staff conduct and safety related matters will be fully and fairly investigated.

We monitor the number of customers who contact us again who are unhappy about the way their complaint has been handled, on a monthly basis. We will identify the reasons why customers are unhappy with the way their complaint has been handled and seek to improve this.



8 Staff Training

We are committed to ensuring our people have the knowledge, skills and are empowered to deal with a complaint about our services. Customer service training is provided in a regular and structured way and we only recruit individuals that have the right skills and behaviour.

In addition to the ongoing training for all our customer facing staff, where policies or process change or where we have identified a training need, additional action will be taken. This may include extra training or briefing either for a specific team or just an individual.

Our internal performance review process ensures that we set all of our frontline teams clear objectives and give the opportunity to create action plans and offer support where our standards are not met by an individual.

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9 Compensation

We will offer compensation when appropriate and in line with our Passengers' Charter. We treat each case on its own merits and provide compensation in line with the Public Transport Passenger Rights. Where a customer is not entitled to compensation we will inform them of this and the reason why.

We may also consider appropriate goodwill gestures on an ex-gratia basis when we haven't been able to fulfil our normal service promise to you.

Copies of our Passengers' Charter are available online at www.sar.com.sa and are also on request from the Customer Support Team.



10 Our Commitment to Confidentiality

This policy will ensure that your confidentiality is protected. Your personal details or details about your complaint will not be divulged to third parties unless we have your written consent except under the circumstances detailed below.

We may divulge some or all of your details to a third party without consent where it is necessary for us to fulfil our own legal obligations, this will include bodies such as the TGA or Government departments carrying out their statutory duties.

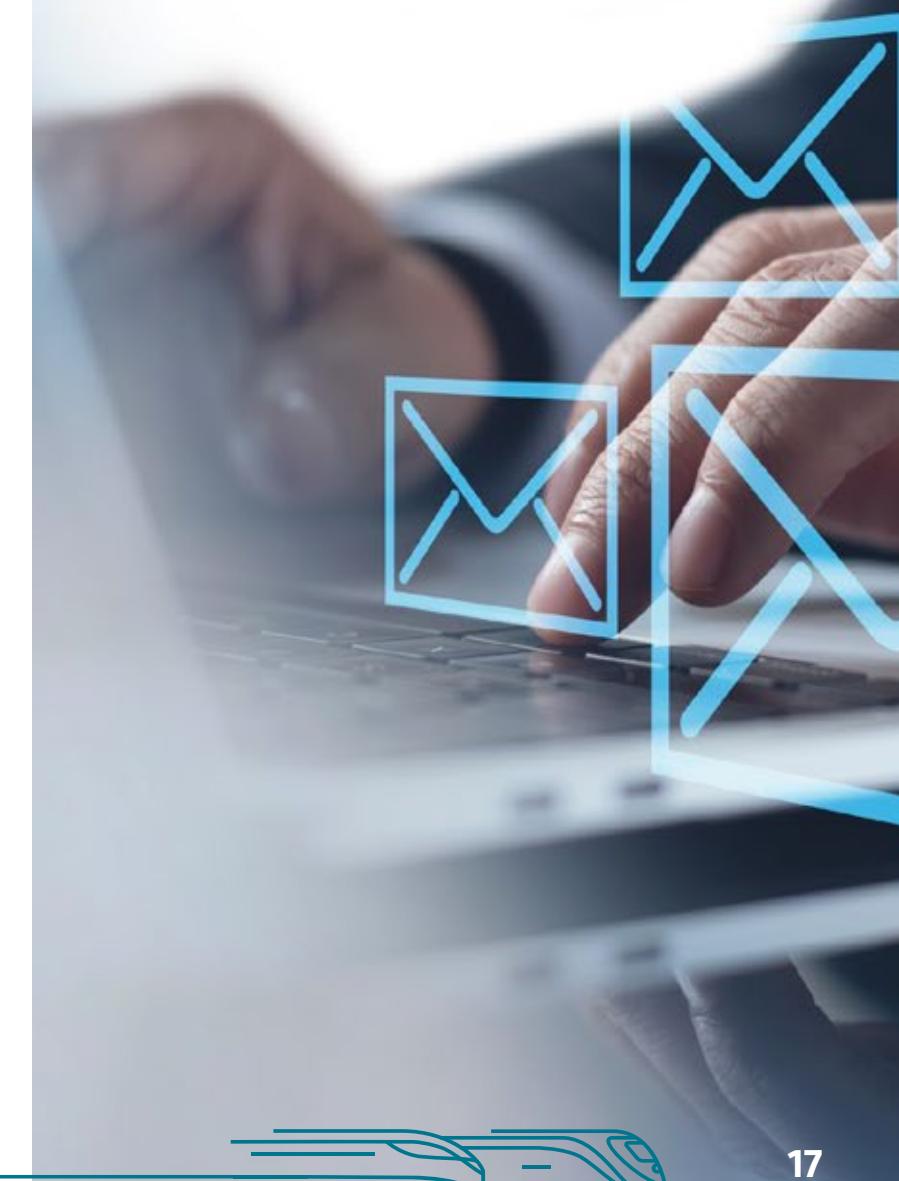
Where the TGA are involved in a customer complaint, whilst they will not require personal details to be provided, (as they will already have this from you, the customer), they may occasionally request copies of correspondence and information relating to individual complaints. The provision of this information to the TGA is covered in their Complaint Handling Policy, therefore customers consent to the TGA obtaining this information from ourselves when they ask the TGA to review their complaint.

We will pass on some or all of your details for quality control purposes to our Regulator, (TGA). This is because they audit our work and carry out research into customer satisfaction with complaints. Only a sample of complaints made to us are audited. If you do not want to be contacted, you may opt out of this by letting us know when you complain to us.



11 Record Keeping

We keep all electronic correspondence for 5 years. We also use a Customer Relationship Management (CRM) system to help manage and provide statistical information about the complaints and praise we receive.



12 How we Monitor and Report Customer Feedback

We recognise that our customers can tell us everything that we need to know to improve the services that we deliver, therefore your feedback is vital and we encourage this in every possible form. Your comments help us to identify areas where we can improve immediately and both in the short and long term.

To ensure that this feedback helps to drive improvements we will monitor and report contacts in the following ways:

- The SAR Customer Support Team will provide weekly reports on the volume of complaints and also the causes for the complaint. These reports are shared with the CEO and Vice Presidents and our colleagues. These Key Performance reports include the response times for the handling of complaints and analysis of key trends.
- Every week, a member of our Management Team performs a quality check of a minimum 5% sample of our compensation claim responses and our customer complaints to ensure all customer communications are of a high standard.
- Every month our complaints are shared with the Company Board, along with details of the steps taken to mitigate these issues.
- We will provide information in the format and at the intervals required by the TGA on the number of comments and complaints we receive, and our performance in dealing with them.



13 Continuous Improvement

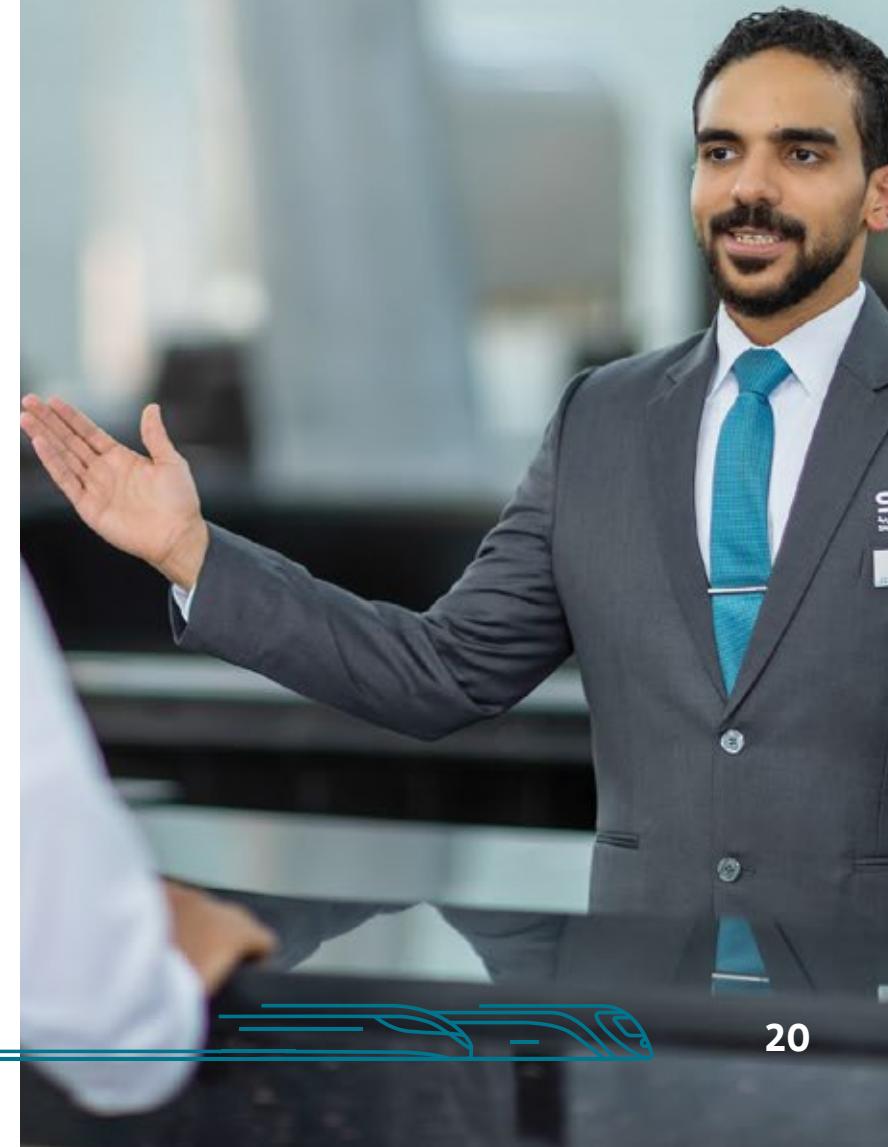
We use your feedback, both positive and negative to inform our customer service strategy, making changes in the shorter term where we can and using it to inform our longer term business planning processes.

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14 Reviewing our Complaints Handling Policy

Our Complaints Handling Policy will be reviewed each year in consultation with the TGA by our Customer Service Manager. We will not alter this procedure without prior consultation with and prior agreement from the TGA. When we make any changes to our Customer Complaints Handling Policy, we will communicate these updates a minimum of 30 days in advance of the changes taking effect, following approval from the TGA.



15 Contact Us

The Customer Support Team will be able to provide more information about our services and we are always grateful for feedback provided on the services and facilities that we provide.

We welcome your feedback about all aspects of our services, and if we don't provide you with the service we promise, we would like to know, as soon as possible so we can put it right.

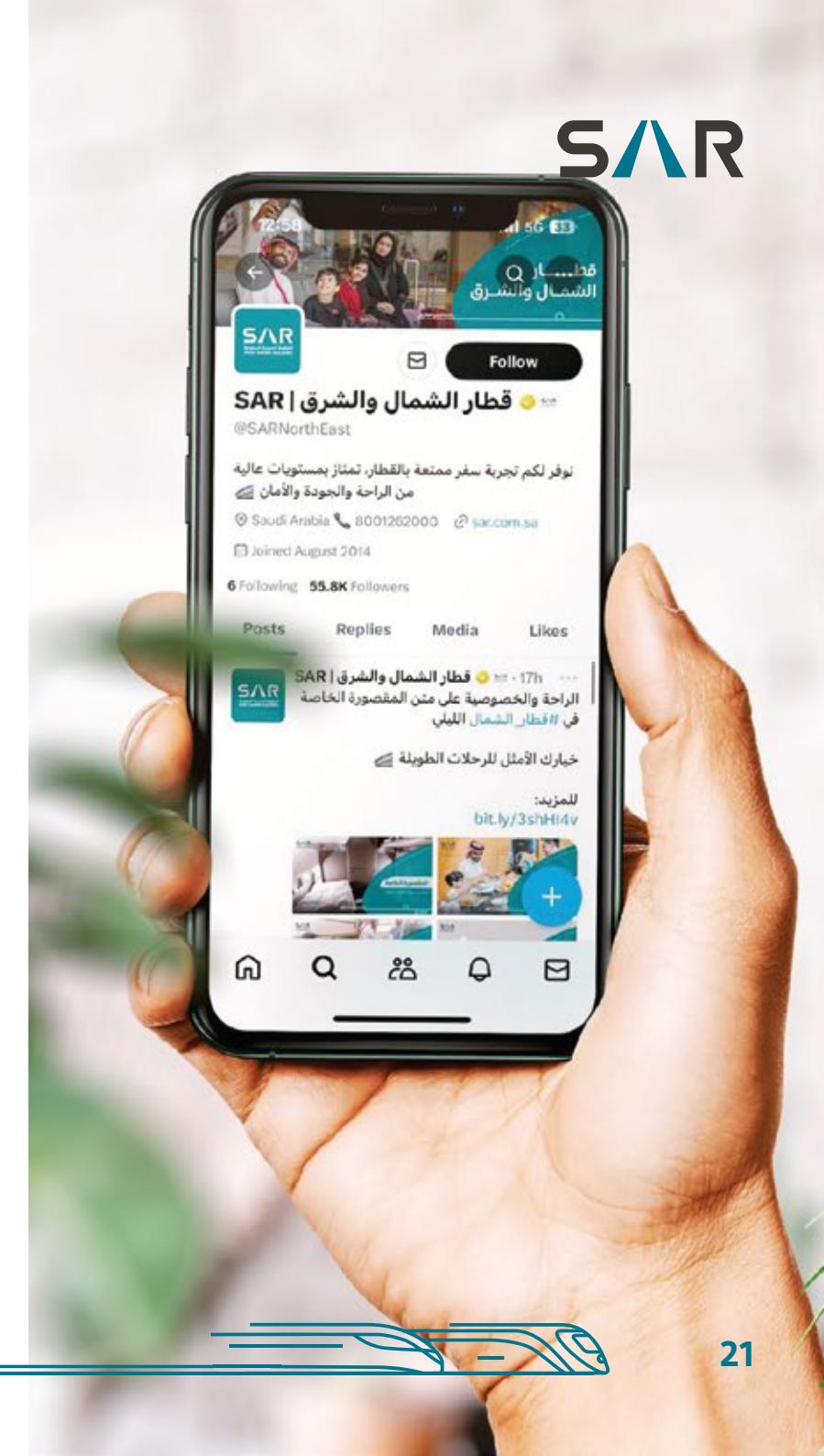
Whether you have a question or a complaint, want to claim compensation, give us feedback or make a suggestion, we make it as easy as we can for you to get in touch with us.

Call us on 8001262000

If you're travelling soon and need help straightaway, our Customer Support Team will be more than happy to help you with whatever you need.

Get in touch on social media

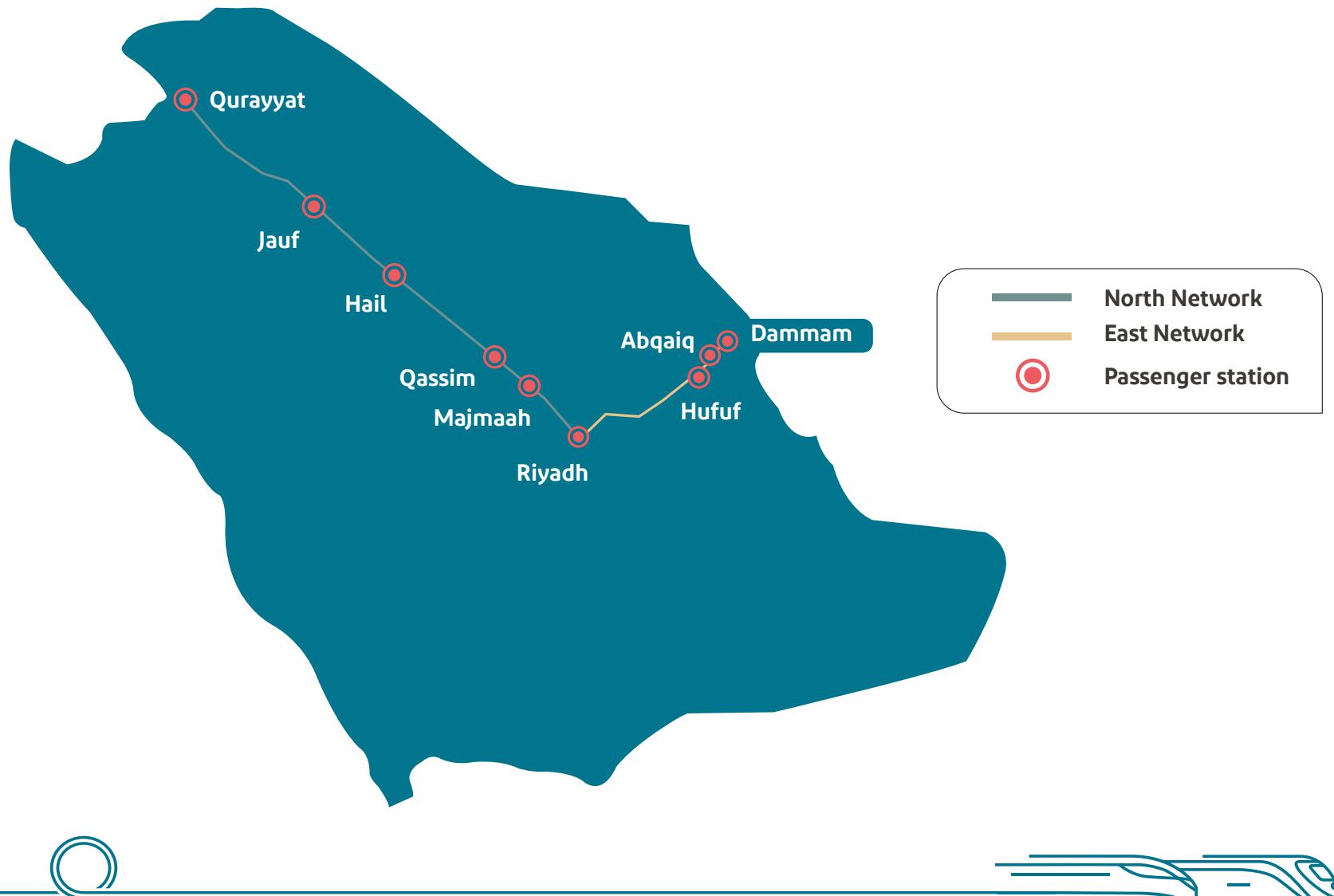
If you're travelling soon and need help straightaway, message us on X @SARNorthEast, or send a WhatsApp to +966 567225878.



**Email us at customercare@sar.com.sa**

Send us a message and we'll get back as soon as possible within a period not exceeding 15 working days. If we need more time to investigate a complaint or check information, we'll let you know within seven working days.

16 Saudi Arabia Railways Route Map



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الخطوط الحديدية السعودية
SAUDI ARABIA RAILWAYS