

NHS Choices Complaint Process

Action: User lodges complaint with the NHS Choices [Service Desk](#)

At each stage of the complaints process, users can expect the following:

- A response within 30 business days.
- To be treated with respect and for responses to be courteous and relevant.
- Information on how to escalate, should users remain unsatisfied.
- To be redirected to the appropriate party if NHS Choices is no longer able to deal with the issue.

Service Desk will forward the complaint to the Subject Matter Expert (SME) for a response. This person has day-to-day responsibility for a particular element of the service. For example, an editor responsible for a piece of content, the user generated content team, or a member of the senior programme team.

The SMT will investigate the matter and send a response to the user. Responses will most often come via the Service Desk.

User is satisfied with the response. Complaint is closed.

If the user is not satisfied with the response, and wishes to escalate, the case will be forwarded to the NHS Choices Product Lead. This is a senior manager of a team, responsible for a functional area.

Stage One

If the user is not satisfied with the response from the Product Lead, and wishes to further escalate, the case will be forwarded to the NHS Choices Programme Head. This is a senior member of the programme with responsibility for service delivery.

Stage Two

If the user is not satisfied with the response from the Programme Head and wishes to further escalate, the case will be forwarded to the NHS Choices Delivery Director – with overall responsibility for NHS Choices.

Stage Three

If the user is not satisfied with the response from the Delivery Director, and wishes to further escalate, the case will be forwarded to the NHS Choices Clinical Information Advisory Group – Complaints Sub Group (CSG).

Stage Four
(Final stage)

Escalation to the CSG represents the final stage in the complaints process. Externally, the user may wish to approach the parliamentary ombudsman.