

## Wellsies Pet Treats (Wellsies Cakes) Complaints Policy & Procedure

**Effective Date:** 18<sup>th</sup> April 2025

**Reviewed:** Annually or as needed

**Applies to:** All Wellsies Pet Treats (Wellsies Cakes) customers and stakeholders

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### Our Commitment

At Wellsies, we are committed to providing high-quality, natural and delicious treats for pets and a positive experience for all our customers. We welcome feedback and take all complaints seriously, aiming to resolve issues fairly, promptly and professionally.

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### Policy Aims

- To ensure all complaints are handled consistently and transparently.
  - To provide a clear process for customers to raise concerns.
  - To use feedback constructively to improve our products and services.
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### What is a complaint?

A complaint is defined as any expression of dissatisfaction regarding:

- Our products (e.g. packaging, quality, ingredients).
  - Our services (e.g. delivery, communication, order issues).
  - Our conduct (e.g. at markets or online).
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### Important Note on Storage

Once purchased, the **correct storage of all treats becomes the responsibility of the customer.**

As our products are made with **natural ingredients and no artificial preservatives**, they must be stored according to the guidance provided on our packaging or website) e.g. in a cool, dry place or refrigerated if advised).

**We cannot accept responsibility for complaints arising from improper storage after purchase**, such as mould or spoilage due to exposure to heat, moisture or air.

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### How to Make a Complaint

You can submit a complaint by one of the following methods:

1. **By Email** – Send a detailed description of your complaints to:  
[wellsiescakes@outlook.com](mailto:wellsiescakes@outlook.com). Include:
  - a. Your name and contact details
  - b. Order number (if applicable)
  - c. Date of purchase

- d. Description of the issue
  - e. Any photos
2. **Via Social Media** – Message us directly on TikTok, Instagram or facebook: @wellsiespettreats / @wellsiescakes. Please note: we may ask you to follow up by e-mail for detailed complaints.
  3. **In Person** – If you're at one of our events or pop-ups, please speak to a member of the team who will aim to resolve the issue on the spot or escalate if needed.
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## Complaints Procedure

1. **Acknowledgement** – We will acknowledge your complaints within 3 working days of receiving it.
  2. **Investigation** – Your complaint will be reviewed thoroughly by a senior team member. We may contact you for further information.
  3. **Resolution** – We aim to provide a full response and resolution within **10 working days**. If further time is needed, we will update you with a revised timeframe
  4. **Outcome** – Where appropriate, we may offer:
    - a. A replacement product
    - b. A partial or full refund
    - c. A discount on a future order
    - d. A written apology
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## Escalation

If you are not satisfied with the initial response, you can escalate your complaint by replaying to the original e-mail, requesting further review by management. We will review the case and respond within **5 additional working days**.

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## Continuous Improvement

All complaints are logged and reviewed regularly to identify areas where we can improve. Your feedback is invaluable in helping us grow.

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## Contact Us

- [Wellsiescakes@outlook.com](mailto:Wellsiescakes@outlook.com)
- **TikTok & Instagram: @wellsiespettreats**
- **Visit our weekend Pop-Up Shop (from 18<sup>th</sup> April 2025)**