



HUNTSWOOD

A ResultsCX Company



COMPLAINTS360

Domain led. Human guided. AI driven.

**End-to-end complaints
transformation for
regulated organisations**

Turn complaints into competitive advantage

Complaints360 is Huntswood's comprehensive complaints transformation solution that blends human expertise and technology to deliver good customer outcomes at scale, identify root causes, and improve speed and accuracy.

In an environment of increasing regulatory scrutiny, rising complaint volumes, and growing customer expectations, organisations need more than isolated solutions. They need an integrated approach that combines expertise, technology, and delivery. Complaints360 brings these together into a single, end-to-end framework that improves performance across the entire complaints lifecycle.

Built on over 30 years of complaints experience, Complaints360 enables organisations to move beyond reactive complaint handling toward a proactive, insight-led model that strengthens compliance, reduces risk, and rebuilds customer trust.

Modular by design. Yours by choice.

Complaint intake,
triage, and case
management

Investigation,
resolution, and
regulatory response

Root cause
identification and
continuous improvement

Operating model
design and
transformation

Deployment of specialist
complaints resources and
managed services

AI at the CORE



Consult360

Advisory and
regulatory
expertise



Evolve360

Technology-led
transformation and
AI capability



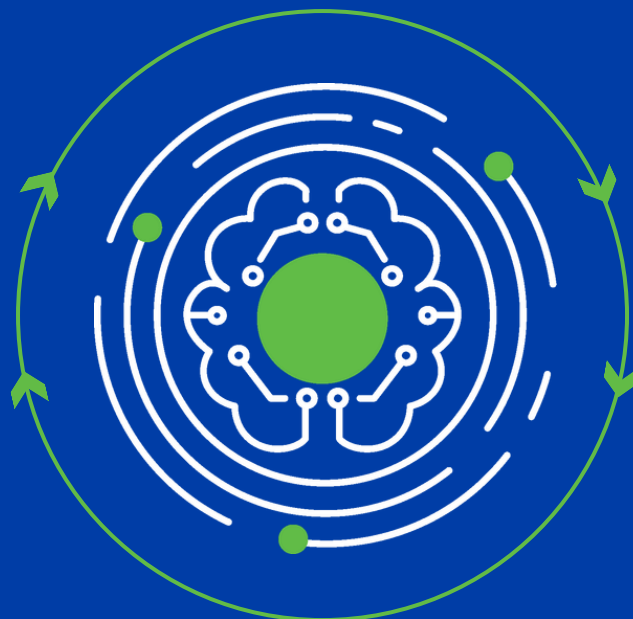
Outperform360

End-to-end
complaints
outsourcing



Resolve360

Flexible
resource
augmentation



Choose any module or combine all four to deliver full complaints transformation

The engine that powers Complaints360



End-to-end transformation approach

- Diagnose current complaints performance, risk, and root causes
- Design a target operating model aligned to regulation and business goals
- Deploy the right combination of expertise, technology, and resource
- Continuously improve through insight-led feedback and optimisation



Technology and AI enablement

- Intelligent complaint triage and classification
- Automated drafting of regulatory responses and final response letters
- Predictive analytics to identify emerging risk
- Root cause analysis powered by proprietary tools such as ConnectCX



Human expertise and oversight

- Regulatory-trained practitioners embedded at every stage
- Specialist advisors with real-world FCA and FOS experience
- Human judgement retained for critical decisions and outcomes
- Strong alignment to regulatory expectations and audit standards



Scalable delivery model

- 2,500+ complaints specialists across global locations
- Flexible deployment across onshore and offshore environments
- Proven ability to support high-volume and complex complaint types
- Scalable model aligned to business demand and risk profile

This integrated approach ensures faster resolution, improved quality, and measurable, sustainable improvement over time.



Differentiation that drives impact



End-to-end, outcome-led solution

Combines advisory, technology, and delivery into a single framework with clear accountability for results.



Root cause at the core

Focus on identifying and addressing underlying issues to reduce future complaint volumes, not just managing existing demand.



Built on real complaints experience

Developed by practitioners who have managed complaints in regulated environments and faced regulatory scrutiny first-hand.



Modular and flexible by design

Solutions tailored to organisational maturity, sector, and regulatory environment, with no requirement for full transformation upfront.



AI applied where it matters

Technology enhances speed, accuracy, and insight while human experts retain control of judgement and outcomes.



Proven scale and credibility

Supporting regulated firms including 20% of the FTSE 100, with a strong track record of delivering measurable outcomes.

Complaints360 is not simply about resolving complaints. It is about transforming how organisations understand, manage, and prevent them, creating better outcomes for customers, regulators, and the business.





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Talk to us