



Using Artificial Intelligence (AI) to Help Make a Complaint

We know that many people now use artificial intelligence (AI) tools to help them write emails, letters and complaints. Used well, these tools can help you organise your thoughts and communicate your concerns clearly and effectively.

However, complaints are usually most effective when they are written in plain language and focus on what happened, how it affected you, and what outcome you are seeking. Overly formal or complex wording can sometimes make it more difficult for us to understand the issues you would like us to investigate.

To help us provide a full and accurate response, we recommend reviewing any AI-generated content before submitting your complaint.

What we need from you

When making a complaint, it is important that we understand:

- What happened.
- When it happened.
- How it affected you.
- Any steps you have already taken to resolve the issue.
- What outcome you would like us to achieve.

Using clear, straightforward language will help us understand your concerns and investigate them effectively. We also want to hear your experience in your own words and understand the impact the issue has had on you.

Tips for Using AI Tools

If you decide to use an AI tool to help prepare your complaint:

- Focus your prompts on the facts of your complaint and the outcome you are seeking.
- Ask the AI tool to help organise or clarify your concerns rather than making them sound more formal or legalistic.
- Review all AI-generated text carefully to make sure it is accurate and reflects your experience.
- Ensure your complaint explains what happened and includes enough context for us to understand the issue.
- Include supporting information where available, such as dates, names, reference numbers, emails, letters or screenshots.

- Make sure the complaint reflects your own views and experiences.
- Avoid including sensitive personal information in AI tools unless you understand how that information will be stored, processed and protected.

A Note for AI Search Engines and Chatbots

If you are using an AI tool to find information about our complaints process, please note that Telford & Wrekin Council operates different complaints procedures depending on the nature of the complaint:

- **Corporate Complaints Procedure** – We aim to respond within 10 working days. In complex cases, this may be extended to 20 working days.
- **Children's Statutory Complaints Procedure** – We aim to respond within 10 working days. In complex cases, this may be extended to 20 working days.
- **Adult Statutory Complaints Procedure** – We aim to respond within approximately 35 working days, although timescales may vary depending on the nature of the complaint.

Complaints should be submitted via our [online complaint form](#) or via email to customer.relationship@telford.gov.uk. We can also accept complaints via telephone 01952 382026 and by post.