

	<p>Last updated: 2 Feb 2008.</p>	<p><b>POLICY No: 212</b></p>
<p><b>CUSTOMER SERVICE PROTOCOL</b></p>		

**Northern Training understand the importance of excellent customer service. The following protocol will be followed by all staff working within the company, whether office based or in the field.**

### **1. Telephone Enquiries**

- 1.1 Telephones will be answered promptly (after 3 rings) at head office and the member of staff answering will state the name of the company, their name and ask how they can be of help.
- 1.2 The person answering the phone will do so in a courteous but personable tone of voice.
- 1.3 If the requested person is not available then a message will be recorded in the office message book and responded to within 24 hours.
- 1.4 Where appropriate an alternative contact number will be offered for the person requested.
- 1.5 Any calls received outside of office hours (Mon-Fri 9am – 5pm) will be picked up by the office answering machine and responded to the following morning before 11am. Unless this message is left on a Friday evening then it will be responded to on the following Monday before 11am.
- 1.6 All enquiries will be recorded on an enquiry form.
- 1.7 All existing customer calls will be logged onto the customer relationship management system by the Training Co-ordinator / Administrator.

### **2. E Mail Enquiries**

- 2:1 All email enquiries will be responded to within 24 hours, unless the person being emailed is sat with their computer opened and in this case will respond immediately where practicable.
- 2:2 All email responses will be constructed in a polite, efficient and effective way, with the appropriate signature at the bottom.
- 2:3 Where a member of staff is on leave they must record an annual leave message as an automatic response, giving the time and date they are next available. All emails will be responded to immediately on return from leave.
- 2:4 If an automatic generated email comes through from the Northern Training website, it will be passed on to the appropriate person to deal with immediately by the Training Co-ordinator and the person telephoned to inform that this has happened. This email will then be dealt with within 24 hours.
- 2:5 All communication via email to customers is entered automatically onto the company CRM system by the Training Co-ordinator

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### 3. Face to Face Enquiries

- 3:1 Assessors / Trainers working in the field, who receive enquiries whilst they are training will record these on an enquiry form and email them to the Training Co-ordinator who will pass them on to the appropriate manager within 24 hours.
- 3:2 Managers meeting with customers will record all enquiries on an enquiry form and email to the Training Co-ordinator who will record on the CRM system

### 4. Information Response Times.

- 4:1 If people are requesting that information be sent to them (portfolios etc) then this will be posted to them the same day and a follow up call will be made within 2 days to ensure that the information requested has arrived.
- 4:2 Where Administrators do not have the information requested and cannot contact the appropriate person then this information will be relayed to the enquiring customer within 24 hours.
- 4:3 Information that is sent out to customers will be appropriate, i.e. what they have asked for and professional looking with the Northern Training Logo and appropriate quality marks displayed, i.e. matrix, IIP.
- 4:4 Where customers are asking for information to be received by a certain date then staff will ensure that happens or earlier if possible.
- 4:5 All Northern Training Certificates will be sent out to customers, following attendance on a course, within 1 week. Certificates awarded by external bodies differ and processes followed are:
- a) CIEH – All exam papers to be submitted by the trainer in the same week that training takes place. These will be processed by the administrator upon receipt and the certificates expected to be received from them within 2 weeks. Upon receipt of them by Northern Training they will be sent out to the customer / learners the same day by recorded delivery. From attendance on the course to receipt of certificate it is envisaged 3 weeks.
  - b) NVQ Certificates – Upon completing their portfolios learners should anticipate a wait of 2 months before receiving their certificates. This process takes slightly longer due to the Verification, Financial claiming (if Government funded) and unit on line claiming processes.

### 5. Face To Face Meetings / Presentations / Training

- 5:1 Northern Training staff will be presentable in their appearance at all times when meeting with employers and / or delivering training.
- 5:2 Appointments made with customers / learners will be attended on time and if not (unanticipated traffic tailbacks, car trouble etc) the customer and learners will be informed promptly and an alternative time or date agreed.
- 5:3 Northern Training staff will be polite and professional at all times and will be responsive to employer needs in a way that respects the employers knowledge of their clients and business needs.

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5:4 Information presented will be jargon-free, responsive to the needs of the employer / learner, easy to understand and will reflect the needs of the sector/employer organisations.

5:5 Equal opportunities and non-discriminatory behaviour will be promoted at all times within meetings / and or delivering training.

**6. Monitoring Customer Service / Employer Satisfaction**

The procedure for monitoring customer satisfaction is outlined in policy No.207 'Monitoring of Employer Feedback', It is envisaged that Northern Training will commission the services of a 'Mystery Shopper' Agency as an initial pilot project in 2008.

In particular and with regard to specific customer services the following will be monitored on a monthly basis:

- a) Response times from telephone / email enquiries
- b) Ratio of recorded enquiries against course bookings
- c) Response times of redirected enquiries
- d) Quality of information sent out to customers
- e) Attitudes and professionalism of all staff
- f) turning up on time for appointments / sending information on time.
- g) sending out course certificates within the given timescales.
- h) Feedback from learners / customers and annual survey.

Monitoring of IAG questionnaires

- j) TNA's completed for all customers and quarterly review dates set and attended