

**Customer Services Service Commitments**  
**2008/9**

**Our Purpose**

To provide an efficient and effective information and admissions service to both external and internal customers through excellent customer service and admissions procedures and policies.

**Service Commitment Measures**

Mystery Shopper, Internal Audit, Internal Customer Surveys, Learner, Employer, Parent and Carer Surveys (were appropriate)

<b><u>Our Service Commitments</u></b>	<b><u>Service Standards</u></b>	<b><u>Outcomes</u></b>	<b><u>Stakeholders</u></b>
<p><b>Our stakeholders can expect:</b></p> <ul style="list-style-type: none"> <li>○ <b>Excellent standards of Customer Service</b></li> </ul>	<ul style="list-style-type: none"> <li>○ <i>All phones will be answered in 5 rings</i></li> <li>○ <i>All staff will wear name badges at all times</i></li> <li>○ <i>We will treat all our customers equally and with respect.</i></li> <li>○ <i>We will own and resolve customer issues</i></li> <li>○ <i>We will use the College's administration protocols (email, letters, telephones)</i></li> <li>○ <i>We will reply to written customer comments/feedback within 10 working days of receipt.</i></li> </ul>	<ul style="list-style-type: none"> <li>○ <i>Customer satisfaction and high professional reputation</i></li> </ul>	<ul style="list-style-type: none"> <li>○ <i>Students</i></li> <li>○ <i>Visitors</i></li> <li>○ <i>Customers</i></li> <li>○ <i>Staff</i></li> <li>○ <i>Employers</i></li> <li>○ <i>Governors</i></li> <li>○ <i>Funding Bodies</i></li> </ul>
<ul style="list-style-type: none"> <li>○ <b>An efficient college information service with appropriate referrals where necessary</b></li> </ul>	<ul style="list-style-type: none"> <li>○ <i>Course information given face to face and over the phone in a courteous and professional manner</i></li> <li>○ <i>If CSA not available we will get back to</i></li> </ul>	<ul style="list-style-type: none"> <li>○ <i>Customers &amp; students provided with appropriate course information to assist the recruitment and</i></li> </ul>	<ul style="list-style-type: none"> <li>○ <i>External customers</i></li> <li>○ <i>Staff</i></li> <li>○ <i>Students</i></li> </ul>

**Excellence 90%** of the time

**Good 80% - 89%** of the time

**Satisfactory 70 – 79%** of the time

**Inadequate under 69%**

	<ul style="list-style-type: none"> <li>the caller within 24 hours</li> <li>○ Prospectuses, Newsletters &amp; wraprounds sent out by post within 24 hours of the request</li> <li>○ Anyone requiring IAG is referred to a member of the College Advisory Team (the relevant subject IAG person if possible) at the time of the enquiry</li> <li>○ Roadshows – information taken out to the community to promote college courses via a stand in local venues such as Port Arcades, library, Grosvenor Centre in Chester etc.</li> </ul>	enrolment process	<ul style="list-style-type: none"> <li>○ Local community</li> </ul>
<ul style="list-style-type: none"> <li>○ <b>an efficient and effective admissions service</b></li> </ul>	<ul style="list-style-type: none"> <li>○ Applications logged centrally at Admissions evenings, or within 24 hours of their receipt</li> <li>○ Work collaboratively with IAG and wider college team to ensure effective Admissions events</li> </ul>	<ul style="list-style-type: none"> <li>○ Applicants provided with effective and timely communication at all stages to ensure an effective and efficient admissions process</li> </ul>	<ul style="list-style-type: none"> <li>○ External customers (Applicants)</li> <li>○ Parents</li> <li>○ Staff</li> <li>○ Students (internal progression)</li> <li>○ SMT &amp; CMT</li> </ul>
<ul style="list-style-type: none"> <li>○ <b>An efficient and effective online enrolment system</b></li> </ul>	<ul style="list-style-type: none"> <li>○ Enrolments carried out face to face and over the phone in a courteous and professional manner by a trained member of staff</li> <li>○ If CSA not available to enrol by telephone will get back to customer within 24 hours</li> <li>○ Correct payments taken (Cash, cheque, credit/debit card or Standing order) and reconciled on Unit-e through receipts menu</li> </ul>	<ul style="list-style-type: none"> <li>○ Customers enrolled onto appropriate course and class</li> <li>○ Enrolment and fees reconciled</li> <li>○ Widening participation allowing those on benefits to enrol on courses</li> </ul>	<ul style="list-style-type: none"> <li>○ External Customers</li> <li>○ Internal Customers (CIS &amp; Finance)</li> <li>○ Staff</li> <li>○ Students</li> </ul>

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	<ul style="list-style-type: none"> <li>○ Customers on means tested benefits given remitted fees (unless it is a commercial course)</li> </ul>		
<ul style="list-style-type: none"> <li>○ <b>A professional customer focused reception service at each campus</b></li> </ul>	<ul style="list-style-type: none"> <li>○ The reception will be manned for 87% of the time that the college is open (and for all events and open days when required)</li> <li>○ When the reception is closed (between 8 &amp; 9pm and Saturday mornings) a closed sign with enquiry sheets will be displayed</li> </ul>	<ul style="list-style-type: none"> <li>○ To greet &amp; welcome visitors, students, staff etc</li> <li>○ To give direction to areas and rooms within the college</li> <li>○ To liaise with caretakers regarding opening / closing rooms, any problems and taking deliveries</li> </ul>	<ul style="list-style-type: none"> <li>○ External visitors</li> <li>○ Students</li> <li>○ Staff</li> <li>○ Governors</li> <li>○ Employers</li> <li>○ Prospective students</li> </ul>
<ul style="list-style-type: none"> <li>○ <b>An efficient and effective postal system for disseminating mail throughout the college</b></li> </ul>	<ul style="list-style-type: none"> <li>○ Post will be sorted and made ready for internal and external collection on a daily basis (weekdays)</li> <li>○ At EP Campus post will be delivered to the staff room and Learning Centre once a day.</li> </ul>	<ul style="list-style-type: none"> <li>○ To enable internal &amp; external mail to get to its recipients as quickly as possible</li> <li>○ To enable internal &amp; external mail to be collected for distribution to another college campus or to be collected by Royal Mail.</li> </ul>	<ul style="list-style-type: none"> <li>○ Staff</li> <li>○ Governors</li> <li>○ Employers</li> <li>○ Prospective students</li> <li>○ Students</li> <li>○ External customers</li> </ul>
<ul style="list-style-type: none"> <li>○ <b>An efficient and effective system for collecting payments and issuing petty cash</b></li> </ul>	<ul style="list-style-type: none"> <li>○ Payments for courses and other miscellaneous financial payments throughout the college will be collected by CSAs and put correctly through the college finance system (using the till and miscellaneous receipts etc) whenever payment brought to be paid.</li> </ul>	<ul style="list-style-type: none"> <li>○ To enable a central point of collection of monies and issuing of petty cash</li> </ul>	<ul style="list-style-type: none"> <li>○ Staff</li> <li>○ Students</li> <li>○ Users of College creche</li> </ul>

Authorised by: <b>Helen Nellist</b>	Date: <b>25 July 2008</b>
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Revised 25<sup>th</sup> July 2008

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