The Warrington Business School

Employer Responsiveness Operating Standards

Procedure	Purpose
Step 1 – Contact Incoming enquiries or referrals by email, phone, website or mail will be directed into the Customer Services team located in the Business School's reception.	To provide a highly responsive and reliable service to employers virtually 24/7.
All calls to the employer hotline will be answered in person, within five rings during office hours. Any voice mail or email will be responded to within one business day.	To channel enquiries effectively into a single information point to support a consistent high standard of service
Customer Services representative will collect contact information and key details on the organisation to determine where to best direct the enquiry. [Referring to organisational chart]. Customer enquiry form is completed. S/he is responsible for entering this data into CRM and generating electronic alert for action to Account Manager. The representative will inform the enquirer that the named contact (account manager) has been notified and will be in contact within two business days.	To know who we are dealing with and how we can help. To set a standard for the entire customer experience.
Step 2 – Consultation + Needs analysis Reviewing CRM daily, the Account Manager will follow up on any enquiry within the two business day service standard. S/he will ask some preliminary questions to understanding their needs and determine if a needs analysis would benefit the organisation. This data will be logged into CRM with action agreed.	To provide employers with an appropriate sector specialist, who understands their business, can speak intelligently to their questions and provide answers quickly.
If an Organisational Needs Analysis is recommended, the account manager will arrange a date for an initial, onsite visit at the employer's convenience to discuss needs and objectives. Usually some time within two weeks of the enquiry to complete a needs analysis.	To determine the employer's needs and wants and define specifications for appropriate training solutions.
Step 3 – Training Solution At the initial consultation, the Account Manager will discuss the business solutions available to the employer, based on their needs, objectives and level of investment. SMART objectives for the training solution will be reviewed at this point and determined with the employer. S/he will also explain the short and long-term impact of the training on the organisation to help inform their decision.	To discuss business solutions, agree SMART targets and consider impact.

If an employer is happy to proceed with this training plan, the Account Manager will put together a Training Proposal with the advice of the delivery/assessment team. This is sent out along with an Account Statement if appropriate, to the employer by email or post within ten business days.	To provide accurate and relevant information to the employer on services proposed.
Step 4 – Training Agreement The training proposal is valid for thirty days, and must be agreed within this period to arrange training delivery. CRM will be updated by the Account Manager and an invoice, if required, will be raised. Employers will then receive a letter confirming the training, and an Employer Handbook with comprehensive information about the services and policies of the Business School.	To make clear our responsibilities as a training provider and the employer's responsibilities as a training partner. To clearly state the benefits of our services and the value of the investment.
Step 4 – Delivery + Quality control With the agreement in place, the Account Manager will notify the delivery/assessment team and entrust the delivery of the training solution to them. The terms of the contract, timescales and agreed outcomes will be delivered as stated.	To ensure our training matches our employer customer's needs and will meet their expectations
Step 5 – Training review Account Managers are briefed on the success rates and timely completion by the delivery team and quality to make sure outcomes are on target once delivery is completed. Quality also keeps the Account Managers informed of the results of learner/employer satisfaction surveys. For all long courses, a Mid Course Review is completed.	To ensure we deliver our service promise to our customers - employers and learners.
Step 6 – Business impact Within three months of the completed training programme, the Account Manager will follow-up with a courtesy call to the employer to evaluate impact, based on the agreed SMART targets and determine satisfaction using the End of Course Review.	To evaluate the effect of training on the business. To confirm solution answered all needs and employer customer was satisfied with the result and our service.
Step 7 – Follow-up and feedback This End of Course Review information is input into CRM and an Impact Report is produced by the Account Manager. This report is sent to the employer to conclude the Employer Journey and determine if a new needs analysis is required.	To emphasise ongoing improvement for our employer customers and establish if new needs have arisen.