



Customer Feedback 2007

Growing People to Grow Business

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Introduction

As part of Zodiac Training's commitment to continuous improvement we proactively seek feedback from all of our customers throughout the year.

Since our last report, Zodiac has had a number of changes; we have a new Managing Director Bill Twibill along with a new International Business Director Liz Chambers who heads up a new Business Development Team. This along with a team dedicated to telesales has added to our client base along with numerous new contracts. We continue to use our Customer Needs Analysis form which is completed by our Business Development team during engagement with clients and then at 6 monthly stages with our employers. The tool is a probing document to establish needs to enable us to measure performance against objectives. This is carried out in addition to annual feedback calls, which help us to review how we are meeting those needs.

We continue to develop our CRM (Customer Relations Management System) which has had a very positive impact on our customer service, speeding up responses to queries etc.

We measure customer satisfaction with two specific client groups - we target 100% of our employers annually by telephone, email or letter for feedback.

We have introduced thank you letters to employers for appreciation in taken on young people on our school placement programme and also to companies who take on placements from our JCP contract.

All learners are contacted when they start the programme and upon achievement a feedback survey is posted out along with certificates.

Our feedback questionnaires are very useful tools and allow us to gather individual comments as well as statistical information. The questionnaires allow our customers the opportunity to pass on positive feedback, essentially giving our clients an input into our continuous improvement on services.

We are able to analyse patterns and trends to identify performance issues or highlight best practice.

This report is drawn from feedback carried out by our Customer Service team and relevant senior team members. It consists of:

- ✓ Statistical information on each vocational area
- ✓ Comparisons from our 2006 report

Background

Zodiac Training Limited delivers Apprenticeships and NVQ training in Administration, Information Technology, Team Leading, Customer Service, Retail, Warehousing, Manufacturing, Management and Health and Social care.

Zodiac has been established for over ten years. During this period our portfolio of services has grown extensively. The data gathered in this report is specifically related to our customers following an Apprenticeship or Train to Gain programme

It is planned that subsequent reports will capture further data from our commercial programmes to reflect our more diverse provision to clients.

During the reporting period Zodiac supported over 450 learners in place and supported over 320 companies across the North East and West Yorkshire areas. This report and its conclusion have been drawn from 124 employer surveys and 249 learner surveys.

We started delivering Health and Social Care, in adult and child care, in November of 2007 so this report holds no feedback in this area, we hope in the next report we will be as successful in this area.

Administration, IT & Management

Employers

62 employers gave feedback on our delivery in these areas. Our average score was 9/10 and on average 96% rated us good or excellent across the board in the areas surveyed.

- ✓ Staff and Image – 100% graded us good/excellent – which is higher than our score of 93% in 2006.
- ✓ Communication – 100% graded us good/excellent – which is higher than in 90% 2006.
- ✓ Business / L& D objectives-how Zodiac services support this
60% of employers felt they could respond and 100% graded us good/excellent
- ✓ Objectives met – 60% felt they could respond and 100 % graded us good/excellent

Learners – Courtesy

All learners were contacted during their programme and 146 learners gave feedback. In these sectors the majority – 40% found out about us through their employer, this was up on the figure from 2006. From this we can still see that our most successful recruitment methods are via our marketing campaigns with employers.

- ✓ Introduction - 40% of learners gave their Induction 10/10 with us and 60% graded us good/excellent.
- ✓ Staff - 90% knew allocated Training Advisor by the time they received their courtesy call. Our Customer Service team trigger contact with the remainder on the day of the courtesy call to guarantee early contact from a Training Advisor.
- ✓ Recommend Zodiac - 99% would recommend their family and friends to join Zodiac.

Retail, Customer Service & Call Handling

55 employers gave feedback on our delivery in these areas. 97% graded us good/excellent compared to 93% in 2006. The feedback was encouraging:

- ✓ Staff and image – 98% graded us good/excellent compared to 97% in 2006.
- ✓ Communication- 97% graded us good/excellent compared to 90% in 2006
- ✓ Business / L& D objectives-how Zodiac services support this
43% of employers felt they could respond and 100% graded us good/excellent
- ✓ Objectives met – 43% felt they could respond and 100 % graded us good/excellent

Learners – Courtesy

98 learners were contacted in these sectors within their first month on programme.

- ✓ Referral method- 56% of learners had heard about us through their employer and 35% from a visit by Zodiac staff. This shows that tele / foot marketing is the most effective method of recruitment in these sectors.
- ✓ Introduction - 35% graded their Induction 10/10 67% graded us good/excellent.
- ✓ Staff - 84% of learners knew allocated Training Advisor within 4 weeks of starting with us. This reflects a good response time and effective induction.
- ✓ 96% would recommend us to their friends and family.

Warehousing & Manufacturing

7 employers gave feedback on our delivery in these areas. Our average score was 9/10 and 100% graded us good/excellent. The majority of general feedback was as follows:

- ✓ Staff and image – 100% graded good/excellent – same as 2006.
- ✓ Communication – 100% graded this good/excellent – same as 2006.
- ✓ Business / L& D objectives-how Zodiac services support this
20% of employers felt they could respond and 100% graded us good/excellent
- ✓ Objectives met – 50% felt they could respond and 100% graded us good/excellent

Learners – Courtesy Call

5 Learners in this sector gave feedback.

- ✓ Referral - 70% heard about us through their employer and 30% from their colleagues.
- ✓ Introduction - 98% graded their Induction good/excellent.
- ✓ Staff - 86% of learners knew allocated Training Advisor within 4 weeks of starting with us.
- ✓ Recommend - 100% would recommend us to their friends and family.

Overall Performance/ Conclusion

Employers

Introduction

98% of employers said their first impression was good/excellent compared with 96% in 2006. This is due to improved information, website, a stable business development team and revised marketing materials along with the introduction of Client Needs Analysis (CNA).

Staff

98% of employers said our staff were good/excellent higher than in 2006. Our staff turnover has reduced over the past 18 months and this is reflected in feedback re: the quality, professionalism and knowledge of staff.

Communication

98% graded communication as good/excellent compared with 91% in 2006. We have developed use of Blackberries, our website and materials and a rigorous monitoring process is in place to ensure clients are in contact on a regular basis.

Business/L&D objectives

This is new to our employer satisfaction forms, and asks the employer how our services meet these objectives. The majority of employer did not feel comfortable answering this question over the phone. Those that did gave us a 100% grading of good/excellent.

Objectives met

Again this is a new question on our forms, more employers felt able to answer this question which allows them to measure our success, of those that answered 100% graded us good /excellent

Learners

Introduction

60% found out about us through our contact with their employer or colleagues. 30% found out about us through a Zodiac visit. This demonstrates that our relationships with employers and existing/previous learners are our strongest marketing tool. This can also be linked to our incentive programme.

98% graded their Introduction to the programme as good/excellent.

Staff

89% had spoken to their allocated Training advisor within the first 4 weeks of starting the programme, reflecting our improved induction process.

Recommend

96% would recommend Zodiac to friend and family. We have introduced incentives and loyalty schemes to encourage more of this type of marketing.

Next Steps

As a result of this survey, Zodiac plan to introduce / action the following:

- ✓ We owe some of our high % scoring to the CRM system (Customer Relationship Management) to track and manage communications and progress with our customers. This system has improved the effectiveness of our customer service along with the communication with employers. We have plans to further develop the capability of this system to drive the e-commerce and enhance communication with our clients.
- ✓ We will provide ongoing 'Product Knowledge' sessions to all of our staff – to ensure that the full team is up to date on all of the products and services available. Sessions are now taking place on a quarterly basis.
- ✓ We are about to embark on a Knowledge Transfer Partnership a 2 year project in conjunction with Northumbria University, in which we will share knowledge and expertise to enable us to design a brand new engaging and innovative Zodiac E –learning platform.