



Customer Feedback 2008

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.

2008 has seen an increase in its work force by over 50%, this along with the amount of new employers and learners has led to an increase in the size of the Customer Service Team, we are currently looking at ways to increase the amount of feedback we receive along with the personal touch.

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. The Customer Service Team will be taking over the responsibility of the input of data onto the CRM system, all information will then be directed to a central point, which will lead to more consistent and accurate data capture.

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

We target all new learners within 6 weeks either by telephone, email or letter along with one learner per month for each Training Advisor for feedback.

We are currently looking at attaching our feedback forms to our website, for both learners and employers, this we hope will encourage our learners to familiarise themselves with our website.

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 2007 report

Background

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

Zodiac has been established for over 12 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 1900 learners in place and supported over 520 companies across the North East and West Yorkshire areas. This report and its conclusion have been drawn from 197 employer surveys and 600 learner surveys.

During 2008 Zodiac's portfolio increased and we now deliver Advice and Guidance and Cleaning and Support.

We now have a dedicated Quality team headed by Carole Loader Director of Quality and IT, Heather Kell Quality Manager.

We are introducing new questionnaires which are now more focused on the quality of delivery; this report has been produced with the old formatted questionnaire.

The feedback from this report comes in two parts first from our Customer Service Team calls to both employers and learners and the second comes from feedback which was produced for the Framework for excellence study. This captures data from 360 random learners so the break down of sectors will not be available in this report.

This report will not include feedback from the Health and Social Care sector, due to transferring the learners and companies from Arena to Zodiac Training in 2008, which does not give a true reflection on Zodiac's performance as 70% of feedback received came from Arena transfer learners and companies who gave their views on this training.

Administration, IT & Management

Employers

89 employers gave feedback on our delivery in these areas. Our average score was 9/10 and on average 100% rated us good or excellent across the board in the areas surveyed.

- ✓ Staff and Image – 100% graded us good/excellent – which is the same as in 2007.
- ✓ Communication – 100% graded us good/excellent – which is the same as in 2007.
- ✓ Business / L& D objectives-how Zodiac services support this
58% of employers felt they could respond and 100% graded us good/excellent
- ✓ Objectives met – 58% 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 – 57% found out about us through their employer, this was up on the figure from 2007. From this we can still see that our most successful recruitment methods are via our marketing campaigns with employers.

- ✓ Introduction - 45% of learners gave their Induction 10/10 with us and 100% graded us good/excellent.
- ✓ Staff - 80% 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 - 100% would recommend their family and friends to join Zodiac.

Retail, Customer Service & Call Handling

102 employers gave feedback on our delivery in these areas. 100% graded us good/excellent compared to 97% in 2007. The feedback was encouraging:

- ✓ Staff and image – 100% graded us good/excellent compared to 98% in 2007.
- ✓ Communication- 100% graded us good/excellent compared to 97% in 2007
- ✓ Business / L& D objectives-how Zodiac services support this
48% of employers felt they could respond and 100% graded us good/excellent
- ✓ Objectives met – 48% 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 - 40% graded their Induction 10/10 100% graded us good/excellent.
- ✓ Staff - 74% of learners knew allocated Training Advisor within 6 weeks of starting with us.
- ✓ 100% would recommend us to their friends and family.

Warehousing & Manufacturing

6 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 2007.
- ✓ Communication –100% graded this good/excellent – same as 2007.
- ✓ Business / L& D objectives-how Zodiac services support this
20% of employers felt they could respond and 20% 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 – 100% graded their Induction good/excellent.
- ✓ Staff - 100% of learners knew allocated Training Advisor within 6 weeks of starting with us.
- ✓ Recommend - 100% would recommend us to their friends and family.

Overall Performance/ Conclusion

Employers

Introduction

100% of employers said their first impression was good/excellent compared with 98% in 2007. 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

100% of employers said our staff were good/excellent higher than in 2007. 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

100% graded communication as good/excellent compared with 98% in 2007. 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.

100% graded their Introduction to the programme as good/excellent.

Staff

92% had spoken to their allocated Training advisor within the first 6 weeks of starting the programme, reflecting our improved induction process.

Recommend

100% would recommend Zodiac to friend and family. We have introduced incentives and loyalty schemes to encourage more of this type of marketing.

The FFE feedback was conducted from a random list of 400 learners. Out of the 400, 360 actual surveys were completed. Surveys were completed by the learners and placed in a sealed envelope before returning to the Zodiac Customer Service department. A three point questionnaire, gradings from either satisfied, neither satisfied or dissatisfied or dissatisfied. Or Good, neither good nor bad or bad. (this was completed in May 2008 and ran along side our normal satisfaction calls the result will be produced in Feb 2009)

- ✓ Overall, how satisfied or dissatisfied are you with your provider- 100% were satisfied
- ✓ How satisfied or dissatisfied are you with the quality of teaching on your course(s)-100% were satisfied
- ✓ How satisfied or dissatisfied are you with the level of support you receive from this college/provider-100% were satisfied.
- ✓ How would you rate the information and advice offered by the college/provider about your course(s) during your induction-100% graded us good.
- ✓ And how would you rate the information and advice offered by this college/provider about the different options- 100% graded us good.
- ✓ I am treated with respect by staff.- 100% agreed

- ✓ .I am treated fairly by staff. 100% agreed.

Next Steps

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

- ✓ The Customer service Team will be taking over the responsibility of the input of data onto the CRM system, all information will now be directed to a central point, this will lead to more consistent and accurate capture. The CRM will also undergo a data purge by the Customer Service team.
- ✓ We aim to increase the amount of learners and employers surveyed, utilising our website, emails etc and making more personal one to one calls from the Customer Service Team to build closer working relationships with our learners and employers.
- ✓ The success of our Sales Department has led to an increase in learner volume, which in turn has led to the need to recruit Training Advisors to meet the demand. This will improve the induction process enabling more learners to have spoken to their Training Advisor within the first 6 weeks on the programme.
- ✓ We are currently looking to utilise our website to have an on line survey which learners and employers can access. This will give learners and employers to view our website and also enable them to leave confidential feedback.