



Customer Care Standards

How Well Are We Doing?

**Questionnaire Feedback
2008 - 2009**

In session 2006 – 2007 we introduced Customer service standards to the Academy with the aim of helping us to provide the highest professional standards of service.

OUR CUSTOMER SERVICE STANDARDS

When you contact the school we will strive to provide the highest professional standards of service. We will do this by:

- Treating you fairly and with respect
- Respecting your confidentiality at all times
- Ensuring the provision of professional, well-qualified staff
- Providing a safe, stimulating learning environment for your child

We will keep you informed of the wider developments and achievements within the school by:

- Giving you accurate information in a way that meets your needs
- Keeping you up to date with whole school and individual issues, through newsletters and meetings

We will strive to be responsive to your needs when you contact the school for any reason by:

- Addressing concerns within 3 working days
- Answering the telephone within 3 rings
- Responding effectively to letters etc. within 3 working days
- Ensuring polite, friendly, approachable, responsive staff at all times

On an annual basis, in our Standards and Quality Report, we report on how we have kept these promises and also how we performed against the targets we have set.

WHO DID WE ASK?

The Questionnaires were filled in by:

- S4, 5 & 6 Parents at the February Parents' Evening
- S3 Parents at the March Music Parents' Evening
- S2 Parents at the March S2 Parents Evening

Over 140 questionnaires were issued with 90 completed questionnaires being returned.

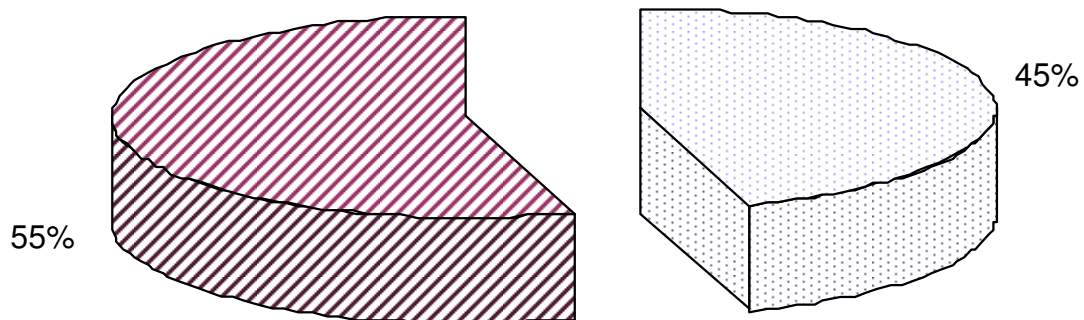
WHAT DID THEY THINK?

All the parents who returned the questionnaire felt that we had improved our standards over the past two years. When asked "Do you think our standards have improved over the past 2 years?"

The answers were as shown below.

- 45% of parents who returned the questionnaire felt we had considerably improved.
- 55% said we showed some improvement.

Performance against our standards over the last two years



- Considerably Improved
- Some Improvement
- No Change
- Standards Dropped

RESULTS FROM QUESTIONNAIRES

- 100% of Parents felt our standards were clear and easily understood
- 100% also felt the standards met their needs
- 100% felt our performance was good or above against these standards

This breaks down into:

Clarity and ease of understanding

47.5% of parents thought this was excellent.

50% thought this was very good.

2.5% thought this was good.

Meeting needs

20% of parents thought this excellent.

70% thought this very good.

10% thought this good

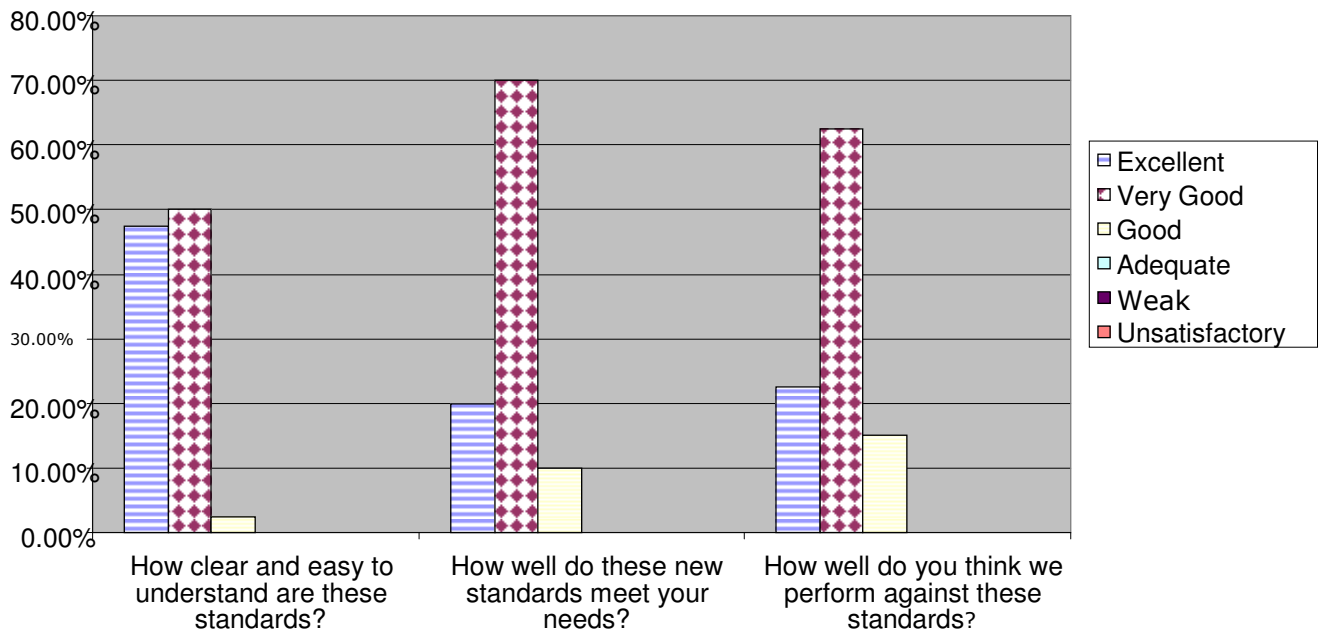
How do we perform against these standards?

22.5% thought our performance was excellent.

62.5% thought our performance was very good.

15% thought our performance was good

Armadale Academy Standards



We asked you to rate our present standards.

90% or more of parents who filled in the questionnaires rated our performance in the following as Good to Excellent:

- Treating you fairly and with respect
- Respecting confidentiality at all times
- Providing a professional, well qualified staff
- Providing a safe learning environment
- Providing a stimulating learning environment
- Giving accurate information in a way that suits your needs
- Giving up-to-date whole school information
- Giving up-to-date information on individual issues
- Addressing concerns within 3 days
- Answering the phone within 3 rings
- Responding effectively to letters/emails within 3 working days

And found staff to be polite, friendly, approachable and responsive

Issues which were seen as adequate by some respondents were:

- Giving up-to-date whole school information *(5% found this adequate)*
- Responding effectively to letters/emails within 3 working days *(7.5% found this adequate)*

No issues were seen as being weak or unsatisfactory

Then we asked you to assess our professional service.

90% or more parents rated the following as Good to Excellent:

- Giving you personal attention
- Having staff with the right skills and knowledge
- Understanding your cultural needs
- Giving you consultation/appointment time choices
- Giving you choices on the type of service you want
- Finding out what parents want
- Finding out what pupils want
- Ease of access to the school building
- Providing a professional service overall

Issues which were seen as adequate by some respondents were:

- Giving you consultation/appointment time choices *(5% found this adequate)*
- Giving you choices on the type of service you want *(5% found this adequate)*
- Finding out what parents want *(7.5% found this adequate)*
- Finding out what pupils want *(5% found this adequate)*

No issues were seen as being weak or unsatisfactory

A full breakdown of these results is available in school on request to the Head Teacher.

We asked you to assess the school's ethos.

90% or more of parents who filled in the questionnaires rated the following aspects of the school's ethos as "all of the time" or "most of the time":

- Friendly and welcoming atmosphere at all times
- Safety, care and welfare of all individual is of prime importance
- We encourage you to feel included and consulted
- We encourage you to be partners in your child's education
- We deal effectively and immediately with concerns about your child's welfare
- Your child is encouraged to do his/her best at all times
- Our pupils behave well and are encouraged to take care of one another
- The anti bullying policy is used when necessary
- We actively involve ourselves within the community

Some parents had concerns about:

- Our pupils behaving well and being encouraged to take care of one another *(4% rated this as rarely or never)*
- Grounds and buildings being attractive and litter-free *(14% rated this as rarely or never)*

Then we asked you about communication.

90% or more parents rated the following as Good to Excellent:

- Communicating with you on the telephone
- Communicating with you face to face
- Communicating with you by letter
- Telling you how to make an enquiry, comment, complaint
- Meeting special communication needs
- Communicating with you overall

Issues which were seen as adequate, weak or unsatisfactory by some were:

- Communicating with you by letter *(4% found this adequate and 2% weak)*
- Communicating by email *(2.4% found this adequate, 7.3% weak and 4.8% unsatisfactory)*
- Telling you how to make an enquiry, comment, or complaint *(4% found this adequate and 2% weak)*
- Meeting special communication needs *(5% found this adequate)*

A full breakdown of these results is available in school on request to the Head Teacher.

We asked you about School Information.

90% or more of parents who filled in the questionnaires rated the following aspects of school information as Good to Excellent:

- Providing accurate information
- Providing comprehensive information
- Clear written information that is easy to understand
- Clear verbal information that is easy to understand
- Informing you about changes that may occur
- Giving you timescales when information will be given out
- Achieving timescales set
- Providing information overall

Some parents had concerns about:

- Giving you timescales when information will be given out *(4% found this weak)*
- Achieving timescales set *(2% found this adequate and 2% weak)*

No issues were seen as being unsatisfactory

And about Access to Information.

90% or more parents rated the following as Good to Excellent:

- Providing easy access to information about our school
- Providing contact details that are easy to find
- Enabling you to contact us at times that suit you
- Providing easy access to information for people with disabilities
- Providing up to date information in our newsletter
- Providing up to date information on our website
- Providing up to date information in our correspondence
- Ensuring that you see or get through to the right person quickly
- Enabling you to discuss issues in private
- Providing affordable services
- Providing access to our school overall

Issues which were seen as adequate, weak or unsatisfactory were:

- Providing up to date information in our newsletter *(4% found this adequate and 2% weak)*
- Providing up to date information on our website *(10% found this adequate)*
- Providing up to date information on our noticeboard *(10% found this adequate and 2% weak)*
- Providing up to date information in our correspondence *(10% found this adequate)*
- Ensuring that you see or get through to the right person quickly *(6% found this adequate)*
- Providing affordable services *(6% found this adequate)*

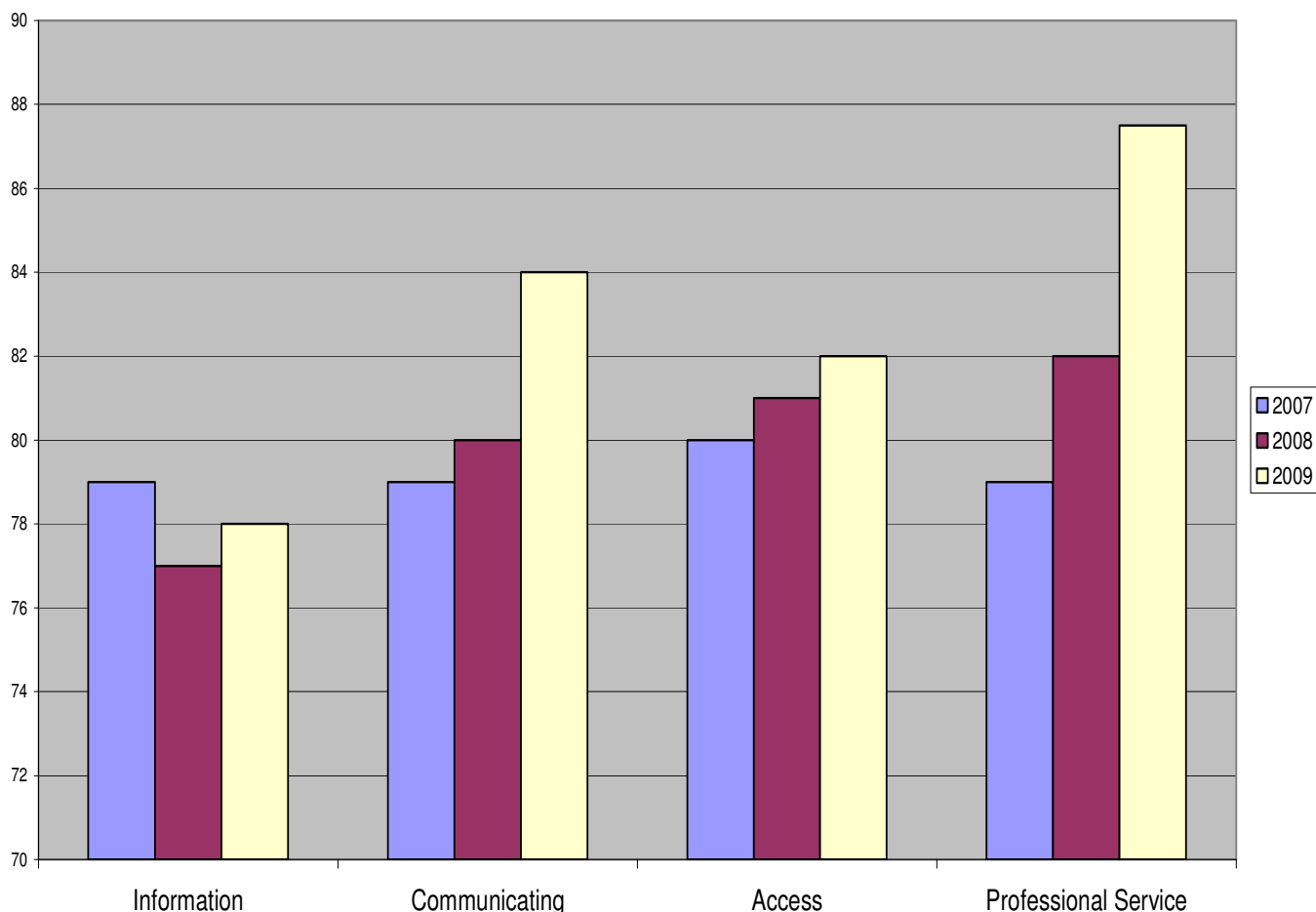
A full breakdown of these results is available in school on request to the Head Teacher.

Finally, we asked you about your Overall Satisfaction with the School.

The results returned indicated that there was a very high satisfaction with the services the school provides and that improvements had been in all of the key areas from 2008 and that the ongoing upwards trend from 2007 had continued in 3 of these areas.

This is shown below:

Overall Satisfaction




Further Information

If you would like further information about the data contained in this publication or about Customer Care Standards within Armadale Academy please contact Andrew Sharkey, Depute Head Teacher using the contact details below.

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