



Customer Care Standards

How Well Are We Doing?

**Questionnaire Feedback
2009 - 2010**

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:

- S1 Parents at the December Parents' Evening
- S4, 5 & 6 Parents at the February Parents' Evening
- S2 Parents at the March Parents Evening

Over 140 questionnaires were issued with 104 completed questionnaires being returned.

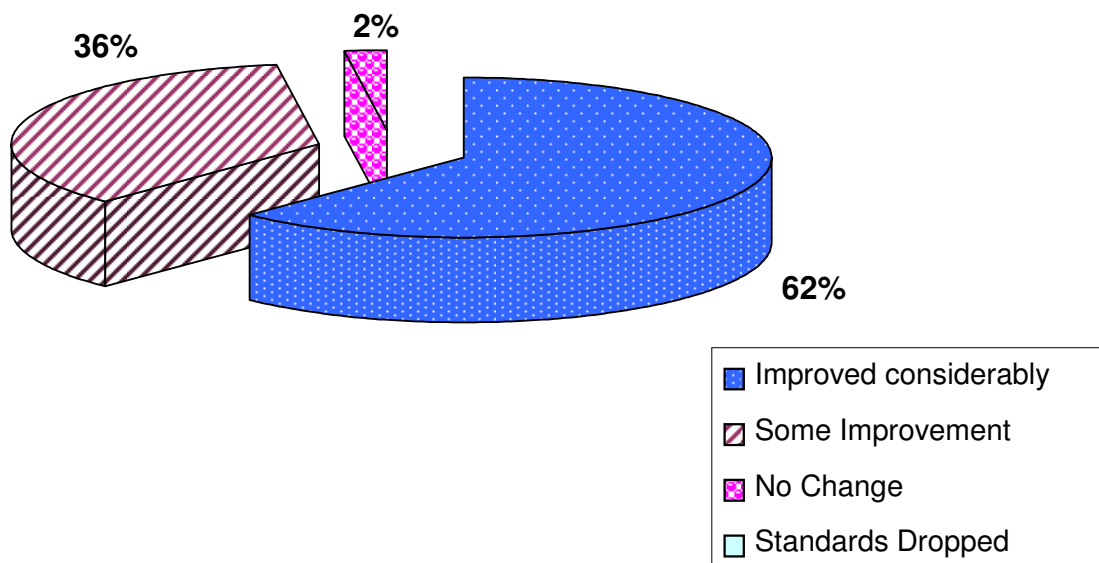
WHAT DID THEY THINK?

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.

- **62% of parents who returned the questionnaire felt we had improved considerably.**
- **36% said we showed some improvement.**

Performance against our standards over the last two years



RESULTS FROM QUESTIONNAIRES

- **100% of Parents felt our standards were clear and easily understood**
- **100% also felt the standards met their needs**
- **98.1% felt our performance was good or above against these standards**

This breaks down into:

Clarity and ease of understanding

- 57.41 % of parents thought this was excellent.
- 40.74 % thought this was very good.
- 1.85 % thought this was good.

Change from 2008 - 2009

- An increase from 47.5 %*
- A decrease from 50%*
- A decrease from 2.5 %*

Meeting needs

- 45.28 % of parents thought this excellent.
- 49.06 % thought this very good.
- 5.66 % thought this good

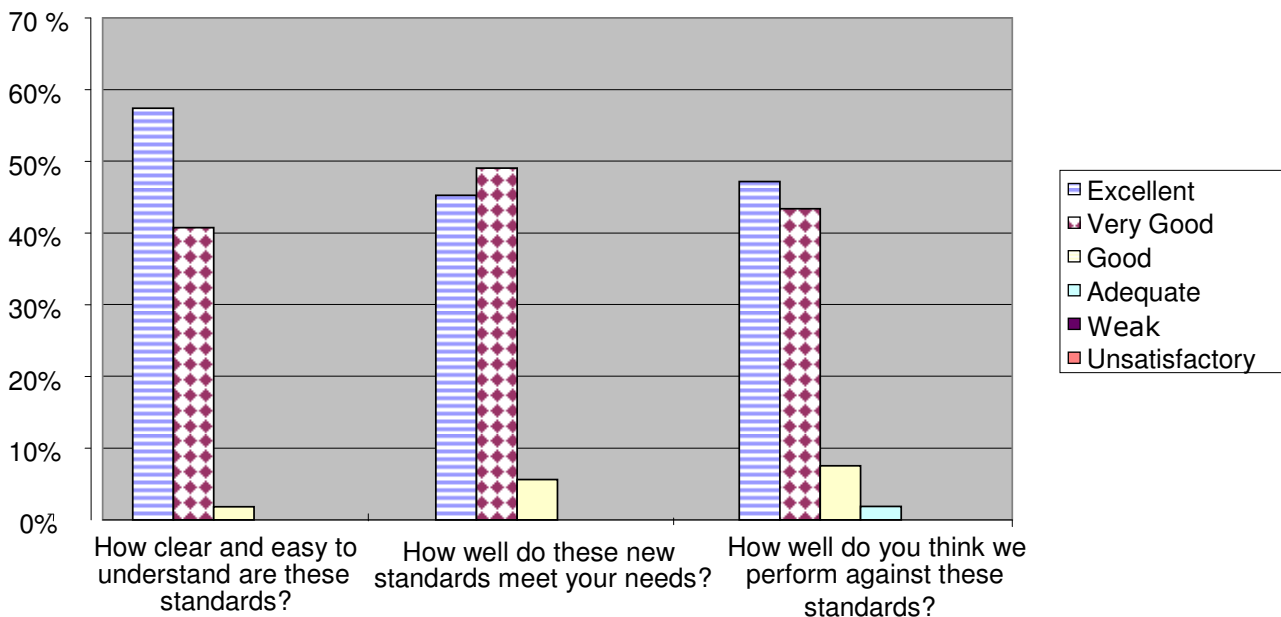
- An increase from 20 %*
- A decrease from 70 %*
- A decrease from 10 %*

How do we perform against these standards?

- 47.17 % thought our performance was excellent.
- 43.40 % thought our performance was very good.
- 7.55 % thought our performance was good

- An increase from 22.5 %*
- A decrease from 62.5 %*
- A decrease from 15 %*

Armadale Academy Standards



We asked you to rate our present standards.

100% of parents rated our performance in the following as Good to Excellent:

- Respecting confidentiality at all times
- Providing a safe learning environment
- Providing a stimulating learning environment
- Giving up-to-date whole school information

And 100 % of respondents found staff to be polite, friendly, approachable and responsive

95% or more of parents rated our performance in the following as Good to Excellent:

- Treating you fairly and with respect
- Providing a professional, well qualified staff
- Giving accurate information in a way that suits your needs
- 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

Issue which was seen as adequate or weak by some respondents were:

- Giving accurate information in a way that suits your needs *(3.7% found this adequate)*
- Responding effectively to letters/emails within 3 working days *(2 % found this weak)*

No issues were seen as being unsatisfactory

Then we asked you to assess our professional service.

100% of parents rated the following as Good to Excellent:

- Giving you personal attention
- Staff with the right skills and knowledge
- Understanding your cultural needs
- Giving you choices on the type of service you want
- Finding out what pupils want
- Providing a professional service overall

95% or more parents rated the following as Good to Excellent:

- Giving you consultation/appointment time choices
- Finding out what parents want
- Ease of access to the school building

Issues which were seen as adequate or weak by some respondents were:

- Giving you consultation/appointment time choices *(1.89% found this adequate)*
- Finding out what parents want *(1.96% found this adequate)*
- Ease of access to the school building *(1.9 % found this adequate and 1.9% weak)*

No issues were seen as being unsatisfactory

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
- Grounds and buildings are attractive and litter-free
- 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
- Friendly and welcoming atmosphere at all times

Some parents had concerns about:

- The anti bullying policy is used when necessary *(4.17 % rated this as rarely)*
- Grounds and buildings are attractive and litter-free *(2.04% rated this as rarely)*
- We encourage you to be partners in your child's education *(2.08% rated this as rarely)*

No issues were seen as being unsatisfactory

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
- Communicating with you by e mail
- Telling you how to make an enquiry, comment, complaint
- Meeting your special communication needs
- Communicating with you overall

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

- Communicating with you on the telephone *(4.08% found this adequate)*
- Communicating with you face to face *(4% found this adequate)*
- Communicating with you by letter *(2.13% found this adequate and 2.13% weak)*
- Communicating by email *(6.67% found this adequate)*
- Telling you how to make an enquiry, comment, or complaint *(2.13% found this adequate and 2.13% weak)*
- Meeting special communication needs *(6.06 % found this adequate)*

No issues were seen as being unsatisfactory

We asked you about School Information.

90% or more of parents 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 *(2.04% found this adequate and 2.04% unsatisfactory)*
- Achieving timescales set *(4.26% found this adequate and 2.13% unsatisfactory)*

No issues were seen as being weak

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 on our noticeboard
- Providing up to date information in our correspondence
- Ensuring that you see or get through to the right person quickly
- Providing clear verbal information that is easy to understand
- Enabling you to discuss issues in private
- Providing affordable services
- Providing access to our school overall

Issues which were seen as weak or unsatisfactory were:

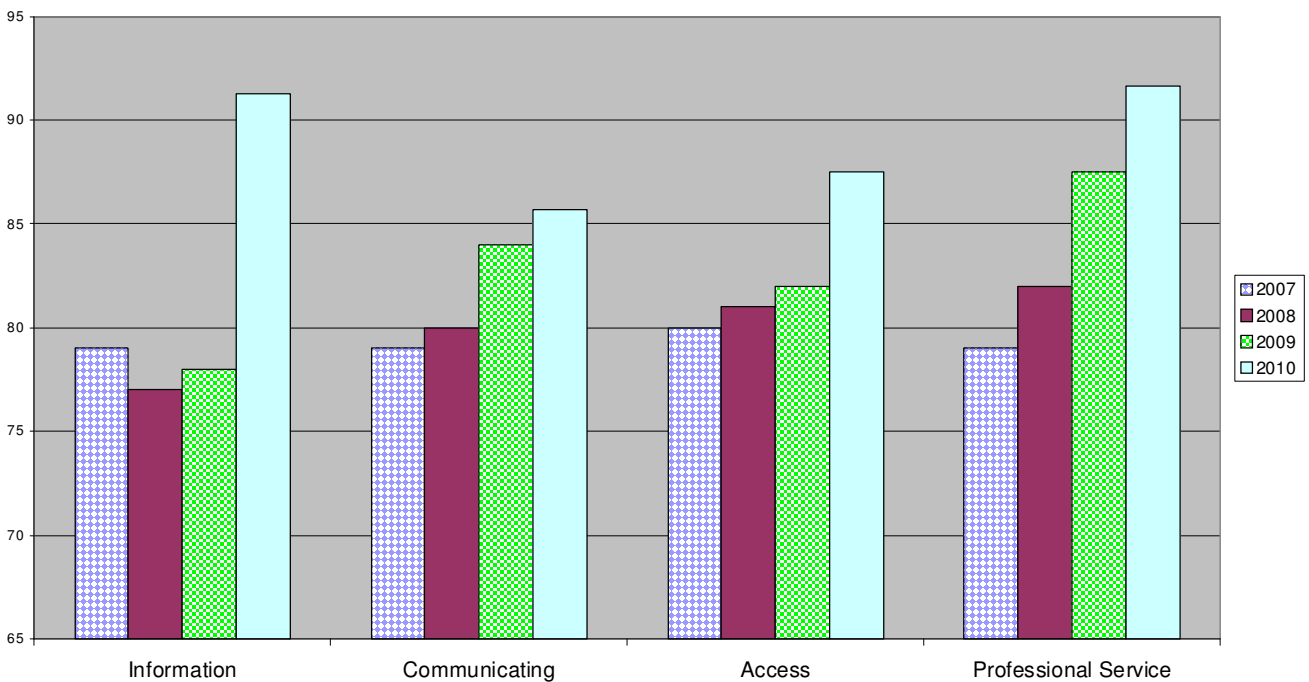
- Providing contact details that are easy to find *(2% found this weak)*
- Enabling you to contact us at times that suit you *(2% found this weak)*
- Providing up to date information on our website *(2.17% found this weak with 2.17% unsatisfactory)*
- Providing easy access to information for people with disabilities *(2.44% found this unsatisfactory)*
- Providing access to our school overall *(2.08% found this unsatisfactory)*

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 2009 and that the ongoing upwards trend from 2007 had continued in all of these areas.

This is shown below:

Overall Satisfaction




Further Information

If you would like further information about any of 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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