

Armadale Academy

customer care standards

How well are we doing?

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:

- 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 will report on how we have kept these promises and also how we performed against targets we have set.

S4, 5 & 6 parents filled in Part 1 of the questionnaire at the February 2007 Parents' Evening.

S2 parents filled in Part 2 of the questionnaire at the March 2007 Parents' Evening.

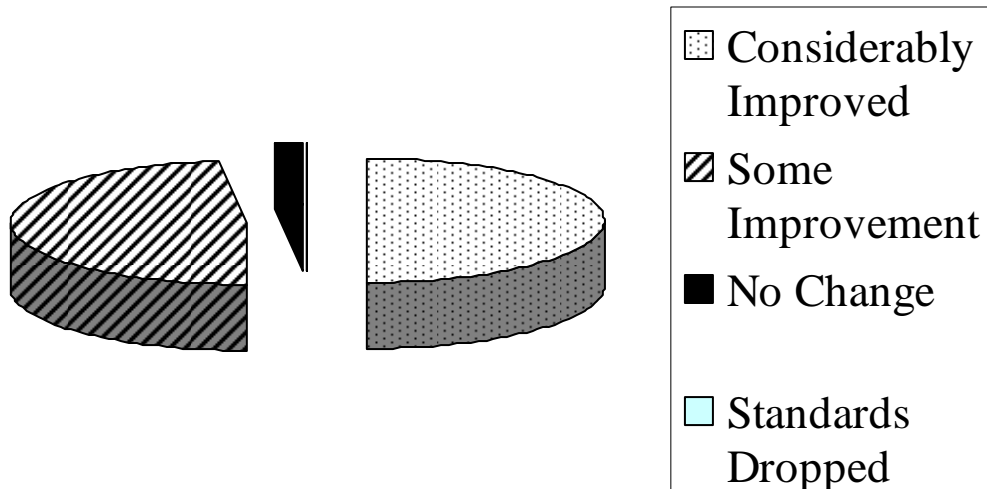
Overall, parents felt that we had improved our standards over the past two years.

50% of parents who returned the questionnaire felt we had considerably improved.

48% said we showed some improvement.

2% felt there was no change.

Performance against our standards over the last two years?



Results of questionnaires

February/ March 2007

How clearly and easily understood are these standards?

How well do these new standards meet your needs?

How good do you think our performance is against these standards?

Clarity and ease of understanding

31% of parents thought this was excellent.

58% thought this was very good.

11% thought this was good.

Meeting needs

25% of parents thought this excellent.

60% thought this very good.

11% thought this good.

4% thought this adequate

How do we perform against these standards?

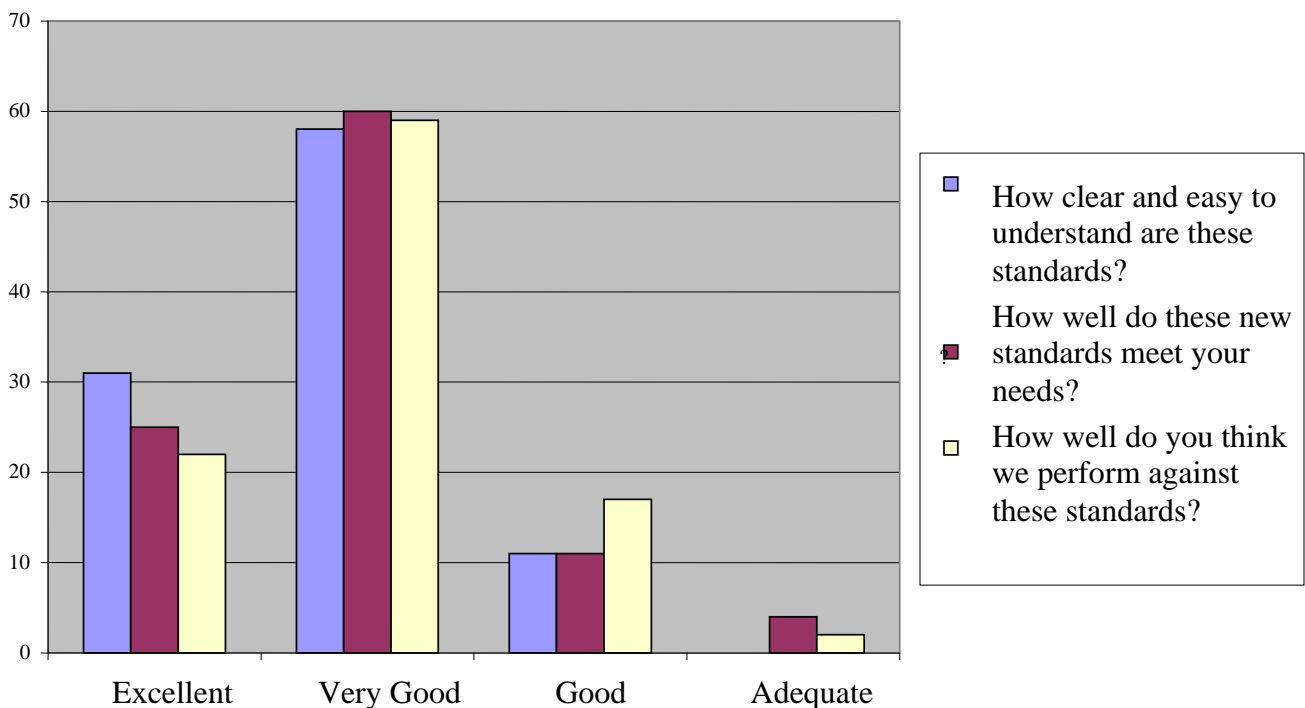
22% thought our performance was excellent.

59% thought our performance was very good.

17% thought our performance was good

2% thought our performance was adequate.

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
Giving accurate information in a way that suits your needs
Addressing concerns within 3 days
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, weak or unsatisfactory were

Providing a stimulating learning environment	(12% found this adequate)
Giving up-to-date whole school information	(15% found this adequate)
Giving up-to-date information on individual issues	(11% adequate, 6% weak)
Answering the phone within 3 rings	(7% adequate, 2% weak, 2% 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
Giving you consultation/appointment time choices
Giving you choices on the type of service you want
Finding out what parents want
Ease of access to the school building
Providing a professional service overall

Issues which were seen as adequate were:

Understanding your cultural needs
Finding out what pupils want

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

Being encouraged to feel included and consulted
Pupils being encouraged to do their best at all times
Our pupils behaving well and being encouraged to take care of one another
Grounds and buildings being attractive and litter-free

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 overall

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

Communicating with you by letter	(a total of 12%)
Communicating by email	(a total of 34%)
Telling you how to make an enquiry, comment, complaint	(a total of 20%)
Meeting special communication needs	(a total of 19%)

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

Finally 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
We deal effectively and immediately with concerns about your child's welfare
Informing you about changes that may occur
Providing information overall

Some parents had concerns about

Giving you timescales when information will be given out (12%)

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 up to date information in our newsletter
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 easy access to information for people with disabilities (a total of 16%)
Providing up to date information on our noticeboard (a total of 18%)
Providing up to date information in our correspondence (a total of 17%)

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

