

JUFJ CUSTOMER CHARTER - CONSULTATION

Jenny Ewing
Capital City Partnership

jennyewing@capitalcitypartnership.org



JOINED UP FOR JOBS
Edinburgh's Jobs Strategy

Background

Consultation on the JUFJ brand values:

- Most important aspects (in relation to customers)
 - Professional, reliable, high service standards (97%)
 - Responsive to customers (46%)

Underpinning the brand:

- 97% agreed that a common charter of minimum service charter was desirable
- 82% believed that a charter was achievable



Benefits

- Underpinning the brand
- Driving up standards
- Communications with stakeholders, funders, potential funders
- Quality assurance for referring organisations

Process

- Short life working group comprising representation from strategic partners: JCP , SDS, CEC, CCP
- Mapped strategic partners' customer care practice and quality standards
- Also looked at other quality standards e.g. Learndirect branding, Chartermark (now rebranded as Customer Service Excellence)



Next steps

- Service delivery organisations input – discussion today, workshop, comments on noticeboard
- Final draft to go to Job Strategy Group in August
- Aim to launch at October event



Draft framework

Formulated as 7 commitments to customers:

- We will ensure that our service is accessible to all eligible jobseekers
- We will ensure that customers have up to date and relevant information to help them in their job search
- We will provide the most appropriate services for each customer's needs



Discussion questions

- Benefits/challenges?
- Anything in the proposed framework which should be omitted?
- Anything which should be added?
- Proposals/ideas on implementation?



Draft framework

- If we cannot provide a service which customers need, we will refer them to an organisation which can
- We will provide a professional and responsive service to employers
- We will engage with customers to ensure that our services are high standard and meet customer needs
- We will respect customers' right to privacy

