



cetb

Bord Oideachais agus
Oiliúna Chorcaí

*Cork Education and
Training Board*

CORK EDUCATION AND TRAINING BOARD



CUSTOMER ACTION PLAN

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WHO WE ARE

Cork Education and Training Board (hereinafter referred to as Cork ETB) was established under the Education and Training Boards Act, 2013 and is responsible and accountable for the proper direction and control of its functions in the Cork City and Cork County Councils' local authority areas.

The Education and Training Boards Act sets out a wide range of statutory functions for the Boards, including the option available to the Minister for Education, of assigning additional specific responsibilities to a Board or Boards, as required.

By geographic area, range of services, budget and the number of individuals availing of ETB services, Cork ETB is the second largest of the ETB's. Cork ETB has responsibility for the delivery of a wide and varied suite of education and training services, including but not limited to:

- Community National Schools (Primary Education)
- Special Schools
- Post-Primary Schools and Colleges
- Music School
- Further Education Campuses (Post Leaving Certificate)
- Training Services
- Adult and Community Education services
- Youth Services
- Creche Services
- Outdoor Education Services

The services provided bring challenges to the organisation when combined with the number of learners and the diversity of what the expectations of learners are.

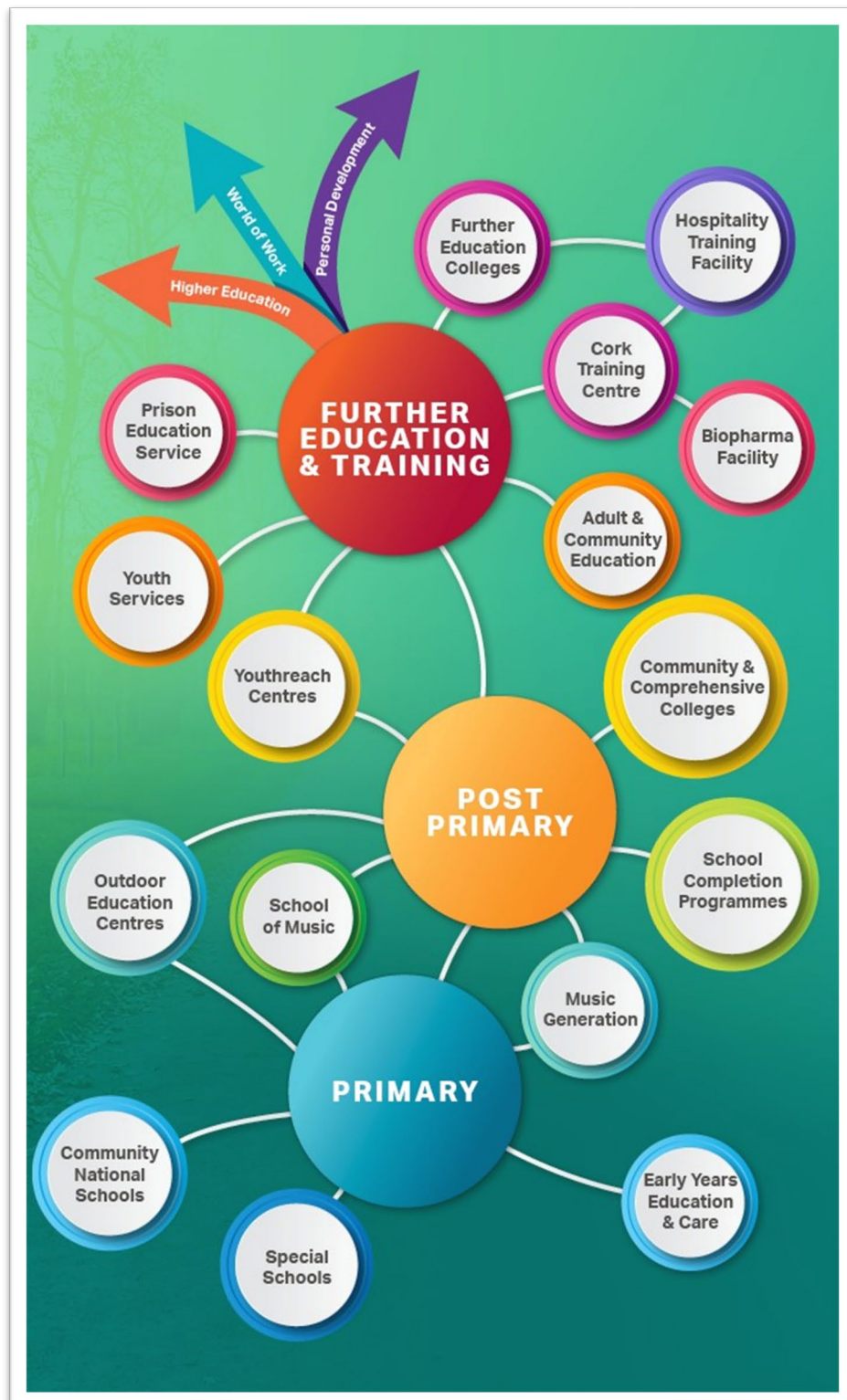
Cork ETB is the largest education provider in Cork, catering for 29,560 learners in 2020, across its Primary, Post Primary and Further Education and Training Services. The total staff complement of Cork ETB is 3,500 making it one of the largest employers in the region.

The aim of our schools, colleges, training centres and community-based programmes is to provide a positive and vibrant learning environment in which our learners will be supported and challenged to reach their full potential. We are community orientated and equality based with a focus on the provision of excellent teaching and learning.

Empowering our learners to reach their potential through excellent teaching and learning is at the core of what our schools and colleges do. However, we strive for this in an environment that is supportive and nourishing of all aspects of the learner's personal development. The celebration of individual achievement is central to this development.

Cork ETB delivers a range of supports to our education and training services including financial, human resource, estates, ICT, governance support as well as educational planning support.

WHAT WE DO



Cork ETB is committed to providing an efficient and courteous service to all our customers. The organisation strives to deliver a high-quality service.

- The Code of Practice for the Governance of ETB's
- Cork ETB's Customer Charter
- Cork ETB's Strategy Statement 2022-2026
- The 12 Principles of Quality Customer Service

The results of the survey were collated and taken into consideration when preparing this action plan. The results give Cork ETB an understanding of our current performance levels but more importantly an understanding of the levels that we need to strive to meet. The outcome of the survey was considered and discussed by the Senior Management Team and specific actions and issues identified.



PRINCIPALS OF QUALITY CUSTOMER SERVICE

Cork ETB is committed to providing a high-quality service, in an efficient and courteous manner, in accordance with the 12 Principles of Quality Customer Service.

PRINCIPLE 1 QUALITY SERVICE STANDARDS

Cork ETB will publish a statement that outlines the nature and quality of service which the customer can expect and display it prominently at the point of service delivery.

Actions	Performance Indicator
Publish our Customer Charter on our Website and Internal Communications platform, in Irish and English.	Customer Charter available to view and download from Cork ETB website and MyCETB.
Publish our Customer Action Plan on our Website and Internal Communications platform, in Irish and English.	Customer Charter available to view and download from Cork ETB website and MyCETB.
Provide Customer Service training to all relevant staff.	Training in Quality Customer Service for relevant staff and included in induction, as appropriate.
Ensure all staff are aware of our Customer Charter and Customer Action Plan.	The Charter and Plan are provided to all staff through our Internal Communications platform.

PRINCIPLE 2 EQUALITY/DIVERSITY

Cork ETB will ensure the rights to equal treatment established by equality legislation, and accommodate diversity, so as to contribute to equality for the groups covered by the equality legislation (on the grounds of gender, civil status, family status, sexual orientation, religious belief, age, disability, race and membership of the Traveller Community). Cork ETB will identify and work to eliminate barriers to services for people experiencing poverty and social exclusion and for those facing geographic barriers to service.

Actions	Performance Indicator
Cork ETB will ensure that our services are delivered in an equal and accessible manner to all our customers.	Review customer feedback and evaluate other sources of information available to monitor performance in this area and in compliance with NDA guidelines.
Implement our Public Sector duty on Equality and Human Rights.	The assessment of Equality and Human Rights issue is published on our website and actions, developments and achievements are included in the Annual Report.
Ensure that the Principles of Equality and Diversity are maintained and promoted across the organisation.	Policies, procedures and guidance available to all staff through MyCETB communications platform. Training provided as required.

PRINCIPLE 3 PHYSICAL ACCESS

Cork ETB will provide clean, accessible public offices that ensure privacy, comply with occupational and safety standards and, as part of this, facilitate access for people with disabilities and others with specific needs.

Actions	Performance Indicator
Maintain the safety of our offices to ensure compliance with occupational and safety standards.	Review health and safety reports and incidents on an on-going basis to monitor performance in this area.
Ensure suitable facilities are available, on request, for all customers, where necessary.	Customer feedback received.
Conduct regular health and safety meetings.	Meetings held on a regular basis and feedback/issues actioned.
Ensure that new buildings and premises (built or leased) are designed and built-in compliance with current Disability Access regulations.	DAC certs supplied when building complete and sought from landlords for any newly leased premises.
Continue to work towards compliance with necessary regulations with regards to existing older premises.	Review of existing premises and applications submitted for funding to ensure compliance, where necessary.

PRINCIPLE 4 INFORMATON

Cork ETB will take a proactive approach in providing information that is clear, timely and accurate, is available at all points of contact and meets the requirements of people with specific needs. It will ensure that the potential offered by information technology is fully availed of and that the information available on our web sites follows the guidelines on web publication.

Cork ETB will continue the drive for simplification of rules, regulations, forms, information leaflets and procedures.

Actions	Performance Indicator
Ensure that we meet our obligations under the Data Protection Acts, GDPR and FOI.	Monitoring the compliance of same on an ongoing basis.
Expand the use of the principles of plain English to make all communication customer friendly and available in all formats.	Monitor customer feedback
Continue the development of websites to ensure compliance with web accessibility guidelines and relevant legislation.	Conduct regular reviews and testing.

PRINCIPLE 5 TIMELINESS AND COURTESY

Cork ETB will deliver quality services with courtesy, sensitivity and the minimum delay, fostering a climate of mutual respect between provider and customer. Cork ETB will give contact names in all communications to ensure ease of ongoing transactions.

Actions	Performance Indicator
Ensure all customers are dealt with in an efficient and timely manner.	Monitor customer feedback.
Require all staff to identify themselves on all communications and use approved signature templates.	Monitoring of template usage.
Endeavour to deal with queries in a prompt and timely manner, advising customer of expected timeframes for complex queries.	Monitor customer feedback.

PRINCIPLE 6 OFFICIAL LANGUAGES EQUALITY

Cork ETB will provide quality services through Irish and/or bilingually and inform learners/customers of their right to choose to be dealt with through one or other of the official languages.

Actions	Performance Indicator
Provide our services through the medium of Irish and/or bilingually, where requested.	Review our commitments under the Official Languages Act.
Facilitate request to access services through the medium of Irish.	Monitor customer feedback.
Continue to produce key publications bilingually.	Publications are available on the website and on request.

PRINCIPLE 7 COMPLAINTS

Cork ETB will maintain a formalised, well-publicised, accessible, transparent and simple-to-use system of appeal/review for learners/customers who are dissatisfied with decisions in relation to services.

Cork ETB will ensure that staff members are recognised as internal customers and that they are properly supported and consulted with regard to service delivery issues.

Actions	Performance Indicator
Complaints Procedure is accessible to all.	Published documents and Customer Care email address available on the website and on request.
Ensure that all complaints are dealt with in line with the published procedures.	Relevant staff aware of the procedures and trained as appropriate or required. Review compliance with Cork ETB procedures.
Endeavour to keep the number of complaints from customers at a minimum level.	Monitor and review the type of and level of complaints received. Review compliance with Cork ETB procedures.

PRINCIPLE 8 APPEALS

Cork ETB will maintain a formalised, well-publicised, accessible, transparent and simple-to-use system of appeal/review for customers who are dissatisfied with decisions in relation to services.

Actions	Performance Indicator
Appeals Procedure is accessible to all.	Published documents and Customer Care email address available on the website and on request.
Ensure that all appeals are dealt with in line with the published procedures.	Relevant staff aware of the procedure and trained as appropriate or required.
In the event that an complaint remains unresolved, the customer will be advised of the right to appeal to the Office of the Ombudsman.	Monitor customer feedback to Complaint response and number of referrals to the Ombudsman.

PRINCIPLE 9 CONSULTATION AND EVALUATION

Cork ETB will provide a structured approach to meaningful consultation with, and participation by, the customer in relation to the development, delivery and review of services. Ensure meaningful evaluation of service delivery.

Actions	Performance Indicator
Provide all stakeholders the opportunity to offer feedback on our service delivery.	Contact form and email address also available on the Customer Care section of our website.
Conduct surveys periodically to determine customer satisfaction with our service delivery	Monitor customer feedback.

PRINCIPLE 10 CHOICE

Cork ETB will provide choice, where feasible, in-service delivery including payment methods, location of contact points, opening hours and delivery times. Use available and emerging technologies to ensure maximum access and choice and quality of delivery.

Actions	Performance Indicator
Continue to offer a range of contact us methods through our website, email, public office, social media channels and telephone.	Monitor customer feedback.
Endeavour to improve available technologies and research new options to expand our choice of services available.	Research new technologies available to the sector.

PRINCIPLE 11 CO-ORDINATION

Cork ETB will foster a co-ordinated and integrated approach to delivery of public services.

Actions	Performance Indicator
Continue to work with Government Departments and other stakeholders to ensure consistency of approach in how we deal with our customers.	Monitor compliance with the Performance Delivery Agreement and Oversight Agreement with the DoE.
Strengthen communications with our stakeholders to ensure delivery of service	Monitor and review stakeholders relationships as appropriate.

PRINCIPLE 12 INTERNAL CUSTOMER

Cork ETB will ensure that employees are recognised as internal customers and that they are properly supported and consulted with regard to service delivery issues.

Actions	Performance Indicator
Endeavour to respond to queries from colleagues in as timely a manner as possible	Monitor customer feedback.
Continue to provide updates, initiatives and important developments on our internal communications platform MyCETB	Provide training for all staff, in particular new staff on My CETB.
Continue to provide CPD to staff who are interested in upskilling	Staff are kept informed of CPD opportunities and participation and budgets monitored to evaluate uptake.

MONITORING PERFORMANCE AND REVIEW

Cork ETB will seek feedback and suggestions throughout the life of the Customer Action Plan by conducting surveys, as appropriate, on an annual basis. The results of future surveys will be reviewed and compared against baseline data gathered in 2023 for the purpose of monitoring our progress in terms of performance delivery.

Feedback will be reviewed and discussed by the SMT and shared with Cork ETB staff, as appropriate, to assist in understanding what customers require from the organisation.

Cork ETB will identify issues raised and address them at Department and Organisation level, in a timely manner. Cork ETB will continue to measure and evaluate our performance against the standards set out in our Customer Charter.







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