

# ESFA customer commitment

**What we do:** The Education and Skills Funding Agency (ESFA) is accountable for funding education and skills for children, young people and adults. The ESFA is an executive agency of the Department for Education.

**Our customer experience vision** is to continuously improve the services we offer in the pursuit of excellence.

**We aim** to help our customers to be independent users of our services by providing clear, accurate information and guidance through all of our channels. We will consult, listen and make improvements, always being realistic and open about what we can and cannot do.

	What	How
Understand	<ul style="list-style-type: none"><li>• your needs and how we can deliver efficiently and effectively for you, to achieve this we need to understand:<ul style="list-style-type: none"><li>○ you and your role</li><li>○ your organisation and your colleagues</li><li>○ our role in supporting you</li><li>○ your experiences in dealing with us</li></ul></li></ul>	<p>We will do this by:</p> <ul style="list-style-type: none"><li>• carrying out regular customer research</li><li>• coordinating our research across the Agency so we don't keep asking you the same questions</li><li>• testing and validating our understanding of your needs with you</li><li>• designing our services around you and not around our internal organisation and processes</li></ul>
Connect	<ul style="list-style-type: none"><li>• with you via the most effective channels, whilst working with you on continually improving our digital channels enabling you to find answers your questions quickly and easily</li><li>• with you in a timely, clear and accurate way</li><li>• with you as one team, following your request through to resolution</li></ul>	<p>We will do this by:</p> <ul style="list-style-type: none"><li>• providing high quality channels for you to interact with us</li><li>• providing clear, comprehensive and accurate information and guidance across all of our channels</li><li>• continuing to invest in our digital channels enabling you to increasingly find answers yourself</li><li>• targeting and tailoring our communications and content to make it relevant and easy to find</li></ul>
Focus	<ul style="list-style-type: none"><li>• on keeping your needs reviewed and at the heart of everything we do</li><li>• on continually improving our services in the pursuit of excellence</li><li>• on giving you high quality responses within published timeframes</li><li>• on sharing learnings across our teams to increase the efficiency and effectiveness of our services</li></ul>	<p>We will do this by:</p> <ul style="list-style-type: none"><li>• making clear our commitment to you in delivering our services</li><li>• ensuring our understanding of your user needs is current and comprehensive</li><li>• implementing services which join up your user needs end to end</li><li>• putting in place metrics which measure the effectiveness and efficiency of the services we provide and highlight opportunities for improvement</li></ul>
Improve	<ul style="list-style-type: none"><li>• by making it easy for you to tell us about the service we provide</li><li>• by listening to you and acting on your feedback promptly</li><li>• by monitoring and measuring the effectiveness and efficiency of the services we offer and embedding a culture of continuous improvement</li></ul>	<p>We will do this by:</p> <ul style="list-style-type: none"><li>• providing tools to capture your feedback in a timely way</li><li>• analysing your feedback and translating it into actionable insight</li><li>• demonstrating that we are listening to you through our actions and behaviours</li><li>• differentiating dissatisfaction with our service from dissatisfaction with the outcome</li><li>• consulting with you on proposed changes to our services before implementation</li></ul>

## What we ask of you:

- Check GOV.UK first. We aim to provide comprehensive information and guidance on all of our services and the answers to all frequently asked questions.
- Make sure we always have your accurate contact details.
- Treat our staff as you would like us to treat you. We will always be professional and polite.
- Provide us with feedback at the time of the event.