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CPA 18 Work Programme Provider Guidance

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Chapter 14 – Communicating your Customer Service Standards

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This chapter covers:

 Requirements for communicating your Customer Service Standards to participants joining the Work Programme

High Level Must Dos

Produce a product which sets out your Customer Service Standards, and the first step in your complaints process. Jobcentre Plus will give this to new participants at their referral interview to the Work Programme.

You must communicate these standards to the transferred group of participants on your initial engagement with them.

How to

- 1. The Government is clear that you, as a provider, are best placed to know what works for participants. As such, we are not specifying what support you should deliver. However, participants should know what they can expect from you before they take part in your provision.
- 2. How you communicate and market your services is your decision, but we do require that you provide a summary of the Customer Service Standards that you will offer to all participants joining the Work Programme.
- 3. You are responsible for providing your local Jobcentre Plus contact(s) with a product which sets out your Customer Service Standards for all participants. The document should also clearly explain that you have a

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complaints process, and the first step a participant should take if they are not content with the service they are receiving while they are with you.

- 4. It will be given to the participant and discussed at their referral interview in Jobcentre Plus. At the referral interview, the Jobcentre Plus adviser will explain the participant's rights and responsibilities plus the behaviours expected of them whilst on the programme. The summary of your Customer Service Standards will ensure that participants understand what to expect from the programme and will help enable their effective participation.
- 5. You must issue the same product to the transferred group of participants on your initial engagement with each of them; you must also discuss your Customer Service Standards, the behaviours expected of them whilst they are on the programme and the first step of your complaints procedure.
- 6. You will also need to describe what each stage of the participants' journey will consist of, and when the participant can expect to undertake activities.
- 7. The Customer Service Standards reflect what was in your successful bid; and must be presented in plain English and easy for participants to understand.
- 8. Further guidance on developing marketing products for participants can be found at Generic Guidance Chapter 9 Marketing and Customer Communications.

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