



Edexcel Service Pledge 2009/2010
“Service excellence – every time”



This pledge makes a clear promise
about the level of service you can
expect from us

WELCOME

A promise to you on better service from Edexcel.

At Edexcel, you—and the results you get with us—are our priority. We want to make sure that every aspect of your interaction with us leaves you feeling that we have understood, met and, ideally, exceeded your expectations. We want to do all we can to help you get the best possible results for your learners.

Making sure that this happens needs commitment and investment, and we have recently invested in a service improvement programme that touches every area of our business. This programme is based on what you have been telling us about our service—what you like, and where you would like us to improve. We have collected around 8,000 survey responses so far, and this information continues to shape our priorities.

My pledge to you on service quality.

This pledge makes a clear promise about the level of service you can expect from us, and outlines the standards we have in place around the quality, accuracy, manner and timeliness of our interactions with you. We will report back annually on our performance against these targets, continue to consult with you on priorities, and share the plans we develop to continue to improve.

We want to make sure that our standards are based on what is most important to you. So, as we continue to invest in improvements, please keep sending us your feedback, comments and suggestions. That way, you can be sure that our service to you will get better every year as you work with Edexcel.



Jerry Jarvis
Managing Director

OUR MISSION

Edexcel's mission is "Advancing Learning, Changing Lives"

OUR VISION

Edexcel's vision is to maintain standards and to help you raise attainment through our investment in people, technology and the world class customer service that we provide. We are here to help you advance learning in your institution and maximise opportunity for your learners.

OUR SERVICE PRIORITIES

As part of our service improvement plan, we have identified a number of areas on which to focus attention during 2009 and 2010. We have communicated these to our staff, and we would like to share them with you.

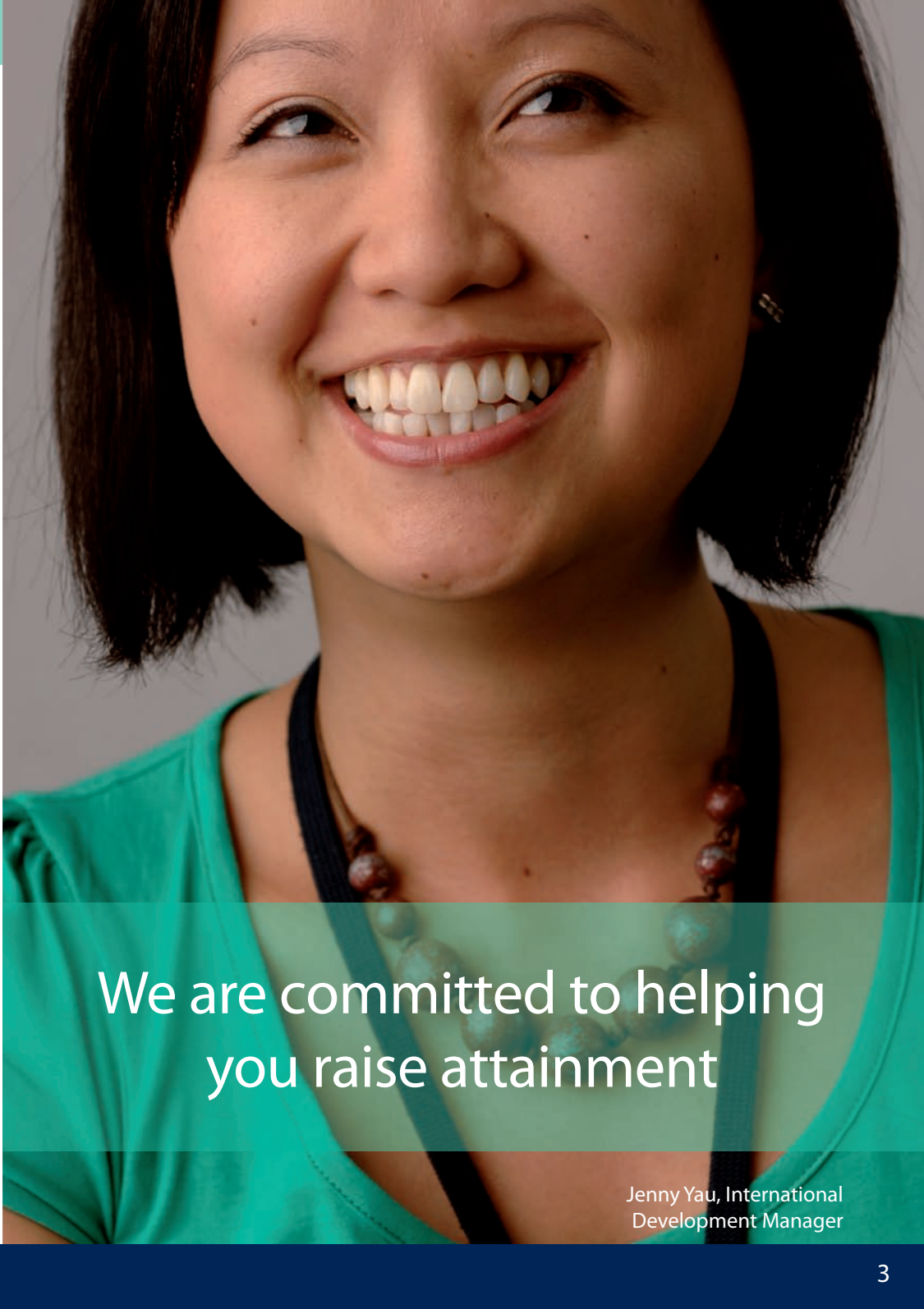
Designing great qualifications. We will continue to design and develop our qualifications with the needs of learners—and their places of learning—very much in mind. Our commitment is to design high quality, engaging, motivating specifications that enable learners to fulfil their potential and show what they can do. Raising attainment, whilst maintaining standards, lies at the heart of our design process—and we help you do this through greater transparency. The clearer we can be about what is required, the better you will be able to prepare your learners. We consult widely throughout our development process, involving a

range of partner bodies, from Sector Skills Councils through to Professional Associations and customers, and we are pleased to receive and act on feedback at every stage.

Supporting teaching and delivery.

By providing a range of services such as Results Plus free of charge, we are committed to helping you raise attainment. Our Subject Advisor and Ask the Expert services are there to answer all your queries—and show you how to harness the power of the data that we make available. We provide an extensive range of training events—many of them online so you can access them quickly and easily without the need for travel or cover. And, because we are part of Pearson, we are in the unique position to make available our own high quality teaching materials as well as endorsing a wide range of other teaching and learning resources—so that you have the widest possible choice of quality assured materials to use in your teaching.

Investing in technology. We know that when it works, technology can make it much easier for us all to work together. When the technology doesn't work, it can result in lost effort and cause major frustration. We are therefore undertaking a major review of our use of technology to ensure that our online services are available when you need them, and that the services you need are easy to find and easy to use.



We are committed to helping
you raise attainment

Jenny Yau, International
Development Manager



We recognise that the best ideas
often come from our customers

Alwin Kamara,
Service Delivery Manager

OUR SERVICE PRIORITIES (cont.)

Rethinking our processes. We have already started redesigning a range of administrative procedures from our customers' perspective. We want to become easier to do business with at every stage of the examination and assessment cycle—from approvals through to certification.

Continually assessing our own performance. Edexcel has recently become a member of the Institute of Customer Service (ICS), an independent national body. In line with our emphasis on continuous improvement, a central objective for Edexcel is to be awarded the ICS 'Service Mark' by 2010.

HOW WE HANDLE YOUR ENQUIRIES

Customer enquiries are usually managed through our contact centre in Manchester, which handles over half a million calls per year. We aim to resolve at least 75% of these without further follow-up but, where this isn't possible, we will pass the enquiry to a specialist. We have made some changes to how these enquiries are handled, and so far we have been pleased with the results. Administrative enquiries (usually from Examinations Officers) are now filtered on a regional basis by centre number, and are handled by new centre liaison teams. This means that if your enquiry can't be resolved immediately it will be handled by a small group of administrative experts assigned specifically to your centre.

We have also introduced a number of *Subject Advisor* lines for the escalation of qualification-specific enquiries (usually from teachers and subject heads). These lines complement our popular *Ask the Expert* enquiry service.

We will keep you fully informed about future improvements in these areas. A summary of useful contact methods can be found at the end of this document.

IF OUR SERVICE FALLS BELOW YOUR EXPECTATIONS

Should our level of service fall below your expectations, we want to understand what happened so that we can prevent a recurrence. While we deeply regret any instance where our service does not meet your expectations, Edexcel views complaints as opportunities for learning, and so we want to make it straightforward for you to register any dissatisfaction.

How to make a complaint

You can make a complaint by emailing complaints@edexcel.com, or by writing to:

Customer Services (Complaints)
Edexcel
190 High Holborn
London
WC1V 7BH

Upon receipt of a complaint, we will acknowledge it formally within two working days of receipt and provide a full response within seven working days.

If you are dissatisfied with the response, you may appeal to an independent arbitrator (usually a senior member of staff unconnected with the issue) who will respond within ten working days.

A close-up portrait of Carol Griffiths, a woman with blonde hair and freckles, smiling warmly. She is wearing a white collared shirt and a dark lanyard. The background is a plain, light grey color.

**We consider complaints as
opportunities for learning**

Carol Griffiths,
Head of Product Management



We measure our performance
against the standards you expect

Michael Hewens,
Business Manager BTEC

OUR SERVICE TARGETS

There is considerable variety in the needs and preferences of our customers. Many people contact Edexcel with enquiries around the administration of examinations, whilst others might need specific guidance around the teaching of specifications. Many will rely on our online services or telephone contact, whilst others will meet us face-to-face at training or other events.

Whatever the service, and whatever the contact method, we believe that measuring our performance against the standards you expect is the best way to highlight areas for improvement. We are committed to providing you with the information and support you need—when you need it.

To this end, we have published a set of targets and we promise to report back to you on our performance against them. We believe that our targets are more comprehensive, more ambitious and more transparent than those published by any other Awarding Body. However, if you feel there is something missing, please let us know.

Responding to your enquiries

Call waiting time: Calls to our customer service contact centre will be answered within 20 seconds at least 90% of the time.

Resolution of telephone enquiries: At least 75% of enquiries to our customer service contact centre will be resolved without requiring further follow-up.

Online enquiries. At least 90% of queries received via our online enquiry services—Ask Edexcel (for administrative queries) and Ask the Expert (for teaching queries)—will receive a response within two working days.

Responding to letters and faxes: At least 90% of letters and faxes received by our customer service contact centre will receive a response within two working days.

Approvals

Approving centres to offer vocational qualifications: On average, we will provide an approval decision within 20 working days of receipt of a completed application.

Approving qualifications within centres: On average, we will provide an approval decision within 15 working days of receipt of a completed application.

Responding to appeals against approval decisions: We will respond to at least 95% of all approval appeals within 10 working days.

Registrations and entries

Processing of EDI entry files: At least 95% of EDI files will be processed within two working days of receipt. We will provide confirmation of receipt and processing, and details of any errors or queries.

Processing of non-EDI entries: At least 95% of non-EDI entries will be processed within two working days of receipt, along with confirmation to centres.

Processing of late awards: At least 95% of late award claims will be processed, confirmed and made available via Edexcel Online within 24 hours of receipt.

Publications

Responding to orders for publications: All in-stock items will be despatched within three working days of receipt of order. We aim for 95% to be despatched within two working days.

Question papers

Despatching question papers and examination materials: Question papers will be delivered ten working days in advance of a timetabled examination wherever possible. Replacement papers for any errors in despatch will be sent out whenever possible within two days of notification to the distribution team. If you make a late entry or change your entry requirements we will do everything we can to ensure that your candidates have the materials they need to sit the examination on time.

Results and reports

Results publication: All results will be delivered according to published timetables, and we will maintain the highest levels of quality and rigour during assessment. We want to ensure that every learner receives the right result every time.

Principal Examiner reports: All Principal Examiner reports will be made available by results publication dates. We are committed to providing transparent feedback that helps teachers to understand how the mark scheme has been applied to actual candidate responses.

Moderator reports: At least 90% of moderator reports will be made available online on the results publication date for each examination series.

BTEC/NVQ External Verifier (EV) reports: At least 90% of EV reports covering National Standards sampling will be made available within ten working days of a centre visit or agreed postal sampling date.

Assessment decisions and External Verifier reports (Skills for Life): At least 90% of assessment decisions and EV reports will be made available within ten working days of the external verification date.



We want to ensure that every learner receives the right result every time

Ann Weidmann,
Senior Business Manager



We want to work with you to
develop new ways to improve our
service in the future

Tom Shooter,
Systems Design and Support Manager

Our Service Targets (cont.)

External moderation and audit reports (Key Skills): At least 90% of assessment decisions and audit reports will be made available within the first ten working days of the month following the audit.

Enquiries about results

Service 1 (clerical re-check): The JCQ target for completion is within 20 calendar days of receipt. Edexcel aim to complete all enquiries within an average of seven calendar days.

Service 2 (post-results review of marking): The JCQ target for completion is within 30 calendar days of receipt. Edexcel aim to complete all enquiries within an average of 14 calendar days.

Priority service 2 (post-results review of marking): The JCQ target for completion is within 18 calendar days of receipt. Edexcel aim to complete all enquiries within an average of 12 calendar days.

Service 3 (post-results review of moderation): The JCQ target for completion is within 40 calendar days of the moderator receiving the coursework sample. Edexcel aim to complete all enquiries within an average of 28 calendar days.

Certificates

Issuing certificates: We will issue all certificates according to published dates. We will also aim to meet early certification requests where applicable.

Replacing certificates: We will deliver replacement certificates within 20 working days of receipt of a completed application in at least 95% of cases.

Complaints

Responding to complaints: At least 95% of complaints will be acknowledged formally within two working days of receipt, with a full response provided within seven working days.

Complaint escalation: Following our initial response, customers may appeal to an independent arbitrator (usually a senior member of staff unconnected with the issue), who will respond within ten working days of the appeal.

Additional targets

Publishing fee information: We will publish all GCE/GCSE fee information one year before the fees come into effect.

Invoices: We will make significant improvements to the presentation of our invoices, and to the ways in which enquiries relating to invoices are handled.

Processing expense claims for Assessment Associates: We will process 100% of expense claims within 30 days, and the majority of these within a 15 day period.

SERVICE EXCELLENCE – EVERY TIME

This is our pledge to you, and we promise to report back on our performance. Of course, our commitment to service goes beyond the targets outlined in this document. We aim to reinforce our values every time you contact us, and we will continue to work with you to develop new ways to improve our service in the future.

ACTING ON YOUR FEEDBACK

Our service pledge

We would be pleased to receive feedback on this document or any of our services. You can contact the Customer Services team directly by email at feedback@edexcel.com

Surveys and questionnaires

We will continue to ask for your feedback through email/verbal questionnaires when you contact us. If you express any dissatisfaction during these activities which requires follow-up (and provided that you give us permission to) we will contact you to discuss the matter further.

Examination content and question papers

Edexcel seeks feedback on examination content from a variety of sources including teacher representative groups and centre consortia, and collects individual comments from teachers, parents and learners. We use this feedback continually to improve question setting, making question papers accessible to candidates and reliable as assessment tools. Edexcel ensures that all comments are reviewed by the senior examiners responsible for setting questions and provides tailored feedback to those who have taken the time to let us have their views.

General enquiries

Our general enquiry numbers are as follows.

BTEC and NVQ
0844 576 0026

GCSE
0844 576 0027

GCE
0844 576 0025

Diploma
0844 576 0028

DiDA and other qualifications
0844 576 0031
Online services including Results+ and Edexcel Online
0844 576 0024

International customers (all enquiries)
+44 (0)1204 770696

Our contact centre is open between 8am and 6pm from Monday to Friday.

BTEC Fees

Fees for BTEC qualifications can be found on Edexcel's website.

<http://www.edexcel.com/iwantto/1%20want%20to%20%20Tasks/Vocational%20qualifications%20prices.pdf>

Use of Language (Welsh and Irish)

Edexcel's Policy on Use of Language (Welsh and Irish) can be found at:

http://www.edexcel.com/Policies/Documents/LangVQ_05_01.pdf



Mixed Sources

Product group from well-managed
forests, and other controlled sources
www.fsc.org Cert no. TT-COC-002706
© 1996 Forest Stewardship Council