



The Network

Your Exams Officer Newsletter

AUTUMN 2013 EDITION

Note from the Editor David Sands

I would just like to say “Happy New (academic) Year” to all of our exams officer customers. In this edition we are sharing with you the results of our latest survey of exams officers. I would like to thank those of you who took the time to complete our survey; it was a great response rate from nearly 2,000 exams officers.

This demonstrates how important the service you receive from Pearson is to you (or was it just the lure of the iPad mini in the prize draw?) and your responses are invaluable to us in planning how we can continue to improve our service to you.

Speaking of the prize draw, this month we meet Mark Morten from City College Brighton, the lucky winner of the iPad mini in the prize draw. Mark tells us about his role at City College Brighton and how important the exams officer’s role is in contributing to the success of the learners at the college.

We also meet Beenal Tailor from our Customer Operations team. Beenal is one of the team responsible for making sure that all your entries, registrations and certification claims are processed and fulfilled in a timely manner.

We look forward to working with you all over the coming year, to help you to carry out your work as smoothly and efficiently as possible, to the benefit of the learners at your schools and colleges.



David Sands
Head of Account Services Schools & FE

“Results Day!” Customer Services Survey

Back in spring 2012 we launched a brand new initiative for our Customer Services team, introducing named Account Specialists for exams officers in schools and colleges. The aim was to improve the customer experience by having one point of contact for all queries and making the overall service more personal. Later in 2012 we asked you to rate this new structure and although the results were encouraging, there was definite room for improvement. We are now happy to share the results from over 1800 exams officers who took part in the 2013 survey.

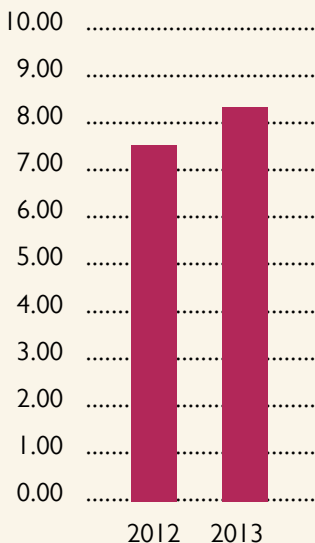
“I have worked in this position for 8 years now, and the customer service via our account specialist has never been better.”

Exams Officer,
September 2013

Where we excelled

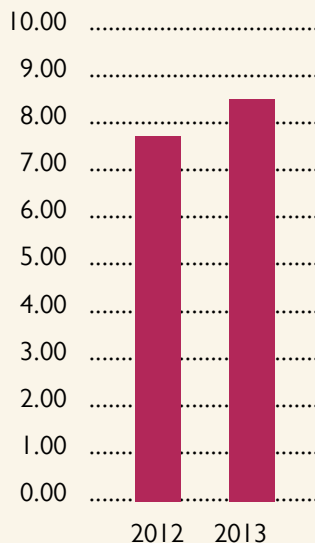
The good news is that our average overall performance when dealing with your queries has improved over the last 12 months. We asked you to rank the service you receive from your Account Specialist and the average score (out of ten) and a comparison of the results from 2012 and 2013 are as follows...

How do you rate the service you receive from you account specialist?



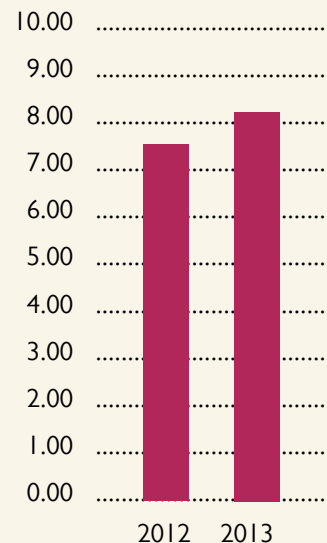
We were particularly pleased with the significant improvement we have made in how we relate to your queries and support you over the phone. When asked how you rated our attitude, empathy and supportiveness, there was a jump of 10.17% in the average.

How do you rate our telephone service for: Attitude, empathy and supportiveness of our staff



Additionally, the speed and responsiveness of our telephone service has increased. This was perhaps an area of weakness previously but we were happy to see a large average rating jump here.

How do you rate our telephone service for: Responsiveness/speed of response



“...many changes can be done ‘there and then’, flexible and friendly staff always ready to help with even the smallest issue”

Exams Officer,
September 2013

Room for improvement

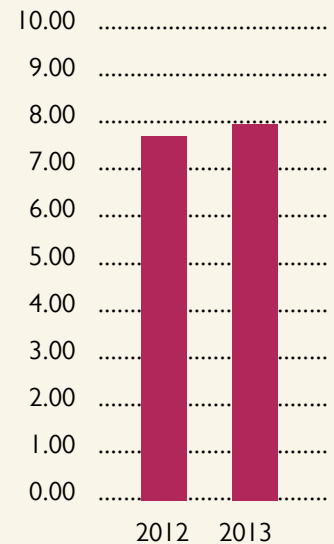
While we are very happy to see that we have improved in all areas that you rated us in, there are some categories where there is still scope to enhance our level of service. Our weakest area is the speed in which we respond to your emails, so this is something we can focus on over the next 12 months.

There was also a 2% decrease in the number of exams officers who were aware that they had a named Account Specialist. As a result we will be contacting any exams officers who took part in the survey and who have not been introduced to their Account Specialist to discuss who we are and how we can help you with any queries and issues you may have.

"I like having the named person that I can contact, she's very good and very tolerant!"

Exams Officer,
September 2013

How do you rate our email service for: Responsiveness/speed of response



Always Learning

The overall results of this survey were pleasing and it's clear from your feedback that you find the personal service and overall knowledge of the Account Specialist team to be of a high standard. We do need to improve our reaction times when dealing with both phone and email queries. We would like to say thank you again to anyone who took part in this survey and we always encourage any feedback to be communicated to us here at feedback@edexcel.com.

All Results

Question	2012	2013
Before taking part in this survey, did you know that you have a named account specialist? - YES	91%	89%

Question	Average Score 2012	Average Score 2013	Score Improvement
How do you rate the service you receive from your account specialist?	7.57	8.34	10.2%
How do you rate our telephone service for: Knowledge of the account specialist?	7.42	8.15	9.8%
How do you rate our telephone service for: Accuracy of information given?	7.56	8.25	9.1%
How do you rate our telephone service for: Attitude, empathy and supportiveness of our staff?	7.71	8.43	9.3%
How do you rate our telephone service for: Responsiveness/speed of response?	7.47	8.14	9%
How do you rate our email service for: Knowledge of the account specialist?	8.02	8.29	3.4%
How do you rate our email service for: Accuracy of information given?	8.07	8.34	3.3%
How do you rate our email service for: Attitude, empathy and supportiveness of our staff?	8.10	8.35	3.1%
How do you rate our email service for: Responsiveness/speed of response?	7.72	7.95	2.8%



Mark Morton
exams officer at Brighton City College

The Exams Officer Q&A

The Network managed to catch up with exams officer Mark Morton from City College Brighton and Hove. Mark was the lucky exams officer who won the iPad mini as a result of taking part in our annual Exams Officer Survey.

The Network: Hi Mark, well, firstly congratulations on winning the iPad mini, we hope it will be useful to you. Any ideas what you will be using it for?

Mark: Thank you so much for my iPad, it is much appreciated. When I'm not playing Angry Birds I will use it to keep abreast of the latest exam board regulations online. Having portable access to the internet in my hand will be very useful in this busy role.

The Network: How long have you been an exams officer for?

Mark: I started work at City College Brighton exams department as an admin assistant 8 years ago; I have been in my current role for the past 6 years.

The Network: Tell us about the kind of college you work for? What qualifications do you offer and how many students do you cater for? This should give us a good idea of your workload!

Mark: City College Brighton is a great place to work and study. It's situated in the heart of Brighton so is always busy with something or other happening. We offer many different qualifications, from BTECs for Construction to NVQs for Hair and Beauty. Last year we had approximately 1800 BTEC registrations. On any day if you were to walk around the college you would see the Hair and Beauty learners doing manicures or massages in the Beauty department, or Carpenters doing woodwork, Travel learners filling in at the Travel shop, or mechanics working on cars. There is always something happening.

The Exams Officer Q&A

(continued)

The Network: What does a typical day involve in the exams office?

Mark: A typical day is busy. There will usually be functional skills exams to book in or invigilate, a deadline or two to meet for registrations, a transfer of registration to do etc. We have a window in the office for enquiries, and learners and tutors know they can come to see me any time to discuss problems, so often I will be visited direct in order to sort out queries. We have only recently finished putting achievements on the system for 12/13, so for the past few weeks my days were mainly spent entering achievement onto ILR. Now the new term is up and running I expect exam bookings for functional skills to start flooding in.



Nicola Davies, Pearson Account Specialist (left), with Mark Morten and the Exams Office team from Brighton City College

The Network: What is the biggest challenge as an exams officer?

Mark: Keeping on top of all the different areas we oversee. From making sure we make deadlines, to keeping up to date with latest exam board regulations. Staying sane can be a challenge.

The Network: What would be your top-tip for new exams officers?

Mark: It's more frightened of you then you are of it. Or something.....

The Network: What are the most fulfilling aspects of your job?

Mark: To be able to take a learner through registration, assessment submission, exam sittings, and then certificate issue. To see the whole process through is very fulfilling. It is also fulfilling to see a student that starts nervous and gradually gains confidence as they get better at their course as the year progresses.

The Network: How helpful is it to be working in a team of other exams officers? Might I say they were all very friendly!

Mark: This is very helpful. It's good to know I am not alone. If I come across a new problem it's good to be able to check in with other colleagues to see how they are coping.

The Network: What would your ideal job be (apart from this one obviously)?

Mark: Paleontologist (somewhere hot!!)



Meet the Team...

This quarter The Network caught up with Beenal Tailor, a new Data Quality Specialist in the Customer Operations team.



The Network: How long have you worked for Pearson, Edexcel?

Beenal: been with Customer Operations for just over a month.

The Network: Tell us about your Customer Operations role?

Beenal: I basically help centres understand how to process registrations and entries as it can be quite complicated at times. I mainly look at capturing errors and try to resolve them so that registrations, entries and results are processed on time.

My current role is different from my previous one in Student Services because there I was offering advice to students and directing them through the right channels, whilst working within Customer Operations I now action exams officers' requests.

The Network: What kind of centres do you look after? How are you building relationships with your centres?

Beenal: I'm fairly new to the role, but I've noticed that most of my centres are colleges. I receive a few functional skills queries here and there and some A-Level and GCSE queries too.

My centres range from 12701 - 18500. By building a good relationship with them I am able to resolve difficult issues as quickly as possible. Where queries are recurring I try to help the centre manage their processes more effectively so that everything runs smoothly.

The Network: What is the most challenging aspect of the Customer Operations role?

Beenal: It is a challenging role in that there is a lot to learn about a lot of different processes. Each qualification that we run has its own set process and as a team, we are required to know each process so that we can fix issues.

The Network: What qualities do you think you need to be a good Data Quality Specialist?

Beenal: You have to have good customer service skills and be great at explaining complex technical solutions to people. You also need to gain expert knowledge on qualification structures and their associated processes.

The Network: What do you like to do in your spare time?

I like to go traveling. I went to Brazil for my last trip where I taught English for 3 months. It was a great experience - it was interesting to be part of a different lifestyle. But I realised that teenagers are the same everywhere.

The Network is constantly looking for feedback and ideas to ensure we make this newsletter as relevant to you as possible. If you have any contributions/ideas you would like to submit to The Network please submit these to TheNetwork@pearson.com

...And please remember if you would like to be interviewed for the Exams Officer Q&A and receive £30.00 worth of Love2Shop vouchers please express your interest at the above email address.