

applicaa

CUSTOMER SUCCESS CHARTER



APPLICAA

VALUES

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We believe that “You are as good as your words”. We value our word and fulfill our commitments.



Integrity



Creativity



Teamwork

The Customer Success Pathway

At Applicaa, we understand that the customer needs to be at the centre.

We deliver a number of elements that make up the customer success programme including unlimited 1:1 training for the first year, regular training webinars, provision of an online knowledge base and telephone support throughout the day.



KNOWLEDGE BASE


Applicaa provides all customers with a robust knowledge base platform which contains up to date guides on all our platform functionalities, improvements and updates.

- 250+ up-to-date articles and videos
- Recordings of training webinars and presentations used
- Directly accessible from your Admissions+ system
- Your first port of call if you have any questions about how the system works



WEBINARS

Admissions+ training webinars help you to tap into our team's expertise and will teach you how you can leverage the platforms, to help you free up time and also improve relationships with your incoming families.



Training & Support



To ensure you can always access help and guidance when you need it we have three tiers of support for you:

- Customer Success Manager designated to each school for their first year with unlimited 1:1 training meetings, emails and calls. Your CSM will get to know your school and setup to best advise you and help you see all the benefits of our platforms.
- Telephone support available 8am - 4pm Monday to Friday for quick responses to queries.
- 'Raise a Ticket' option within the platform for any technical issues encountered within the platform; monitored 8am - 4pm Monday to Friday.
- Chatbot - available within all platforms. Ask a questions and the chatbot will search the entire knowledge base and provide you with an answer and the relevant article. If the chatbot is unable to help you, our support line will be alerted and will call you.

Service Expectations

For each of these services you can expect the following standards:

- CSM response to email queries and call back requests within 24 hours, meeting times available within 48 hours.
- Telephone Support 90% of calls answered within 30 seconds, call back within 30 minutes if all agents are unavailable when your call is placed
- Tickets raised in working hours can expect a valuable response within one hour, either providing the solution, requesting more information or confirming progression of the ticket to our developers





Customer Feedback & Product Development

We operate a continuous customer feedback loop where we actively encourage our customers to connect with us to provide feedback, request changes, make suggestions and be a part of the Applicaa community.

Since 2016

Ways you can get involved:

- Raise a feature request from within your platform to be reviewed by Product Managers
- Join the Admissions Network to speak with like-minded professionals in the same job role as you
- Meet with your CSM to give feedback, ask to meet with the team leader where appropriate.
- Come along to a local coffee morning hosted by Applicaa customers
- Meet us at our annual Applicaa event to hear first hand the planned updates and give your views.

We are committed to improvement; our product development has always been and will always be driven by customers.



Customer Engagement Managers

Second Cycle

Second cycle & beyond when CSM is no longer included, the CEM will prompt and encourage you to use features not yet utilised, to ensure you maximise the value of your subscription. CEM will also introduce you to other products that could benefit your team & processes.



Staff Changes

We know that sometimes roles change or people move on. To ensure there is no impact on the school admissions process we offer the csm service to the new staff member for a small fee; this means unlimited training to get them confident using the platform and reaping the rewards.

Data & GDPR

Applicaa meets all current GDPR requirements and rigorously reviews its data handling, privacy policies and GDPR compliance on a regular basis.

Some of our customers have specific additional data requests and we are happy to meet these in order to deliver enhanced data control and management.

Staff Security

All Applicaa staff are vetted prior to employment and we ensure our staff are aware of the latest GDPR requirements and of our company privacy and data security policies.

Should an issue arise that has not been resolved, Applicaa has an issues resolution process..

Issue Resolution

In the first instance

Customers should communicate their issues via email or phone to a member of

If remains unresolved

A board meeting can be held with external representatives in order to come to a mutually

Staffing

Applicaa is a team of over 60, including a Customer Success Team of 17 to provide training and support; and a Development Team of 13 working on resolving issues and implementing new features.

We ensure that in the event of CSM sickness, schools with meetings booked will be offered the option of rearranging or having the meeting covered by another CSM.

CONTACT APPLICAA TEAM

The team at Applicaa are here to help you. Connect with us to ensure all your needs are met and any issues are resolved quickly.



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