

Customer Relationship Management programme

Please find below a process chart which shows the collaboration between the Recruitment and Assessment teams to ensure that we are fully servicing all of our enquiries and that we are able to provide ongoing follow up where necessary.

The process covers those enquirers who may be uncertain about progressing, showing how we track, stay in touch and encourage them to move forwards. All actions leading up to arranging the initial visit are actioned by the recruitment team and falls within my remit. In theory, we are trying to recreate a CRM Customer Relationship Management programme to ensure that we effectively manage the life cycle of an enquirer.

If people are clear that they do not wish to progress any further, they are removed from follow up lists and enquiries closed on FWI.

Denise Lacey

Fostering enquiry journeys - from recruitment (RT) to assessment (AT)

Current process – March 17

