

# Arbor Customer Experience Charter

What to expect when engaging with us



## Version history

Version	Date	Changes
1	23.1.23	Document published
2	19.7.23	Phone numbers updated
3	5.09.24	Contacts updated
4	22.09.25	Our Commitment to a Positive Community added
5	04.03.26	Roles amended in escalation route

## Our commitment

At Arbor we strive to deliver an outstanding customer experience through every interaction we have with you. Whichever way you choose to engage with us, our commitment is to ensure that you have a consistent world-class experience.

We do this by keeping pace with the changing way in which schools need support and through investing in the latest support technology. This document outlines how we deliver our customer experience and what you can expect when you engage with us.

## Contacting us and leaving feedback

The table below explains the different ways customers can contact us:

Area	Channel	Business hours	How to use
<b>Support</b>	<a href="#">Arbor Help Centre</a>	24/7/365	Customers can access guides and troubleshooting articles whenever they need to on our Help Centre. We keep the Help Centre up to date with all of our latest releases
<b>Support</b>	Webchat	Mon-Fri 8am-5pm*	You can chat with one of our UK-based advisors directly from either our Help Centre or within the Arbor MIS wherever you see 'Chat 
<b>Support</b>	Webform/email	Mon-Fri 8am-5pm*	A web form collects relevant information, meaning we can support you quickly. Click 'Contact Us' in the top right of our Help Centre, or the 'I'm still stuck!' button at the bottom of a Help Centre article. This will come through to our team as an email

**Support** Phone support Mon-Fri 8am-5pm\*

Our main line - 020 3835 4025

Primary direct line - 020 3835 4036

Secondary, Special, MAT direct line - 020 3835 4047

Advanced Support - Available on request when purchased

<b>Support</b>	<a href="#">Status page</a>	24/7/365	Our status page provides you with a real-time view of MIS Platform availability including details of any maintenance. It's useful to subscribe to this page as you will then be proactively notified of updates regarding MIS Platform status via email
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**Customer Success** [mysuccess@arbor-education.com](mailto:mysuccess@arbor-education.com) Mon-Fri 8am-5pm\*

[mysuccess@arbor-education.com](mailto:mysuccess@arbor-education.com)

Email the above address for review meetings, getting the most out of the system and achieving your goals on Arbor MIS

<b>Customer Sales</b>	<a href="mailto:customersales@arbor-education.com">customersales@arbor-education.com</a>	Mon-Fri 8am-5pm*	<a href="mailto:customersales@arbor-education.com">customersales@arbor-education.com</a>
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Email the above address for queries about your contract and subscription, purchasing additional modules, upgrading your Arbor package or investing in training

**Training** [training@arbor-education.com](mailto:training@arbor-education.com) Mon-Fri 8am-5pm

Log into the Training Hub here [https://arboreducation.northpass.com/learners/sign\\_in](https://arboreducation.northpass.com/learners/sign_in)

Please contact the Customer Education Team on [training@arbor-education.com](mailto:training@arbor-education.com) if you need help to sign up to the

## Training Hub

<b>Arbor Community</b>	<a href="#">Arbor HQ</a>	24/7/365	Use this link to sign up to and log in to Arbor HQ, our online community <a href="https://arbor-hq.circle.so/">https://arbor-hq.circle.so/</a>
<b>Product Roadmap</b>	<a href="#">Public Roadmap</a> <a href="#">Arbor HQ Roadmap space</a>	24/7/365	Our public-facing roadmap allows you to view the areas where we're developing our MIS
<b>Product feedback</b>	<a href="#">Arbor MIS</a>	24/7/365	You can share your product ideas and feedback with us directly from your MIS. <i>Help and learn with Arbor &gt; Share Product idea</i>
<b>Billing</b>	<a href="#">Guide to billing</a>	n/a	This document outlines how our billing works and how your bill is calculated. It also outlines how changes to contracts will be managed.
<b>Billing</b>	<a href="mailto:billing@arbor-education.com">billing@arbor-education.com</a>	Mon-Fri 8am-5pm*	<a href="mailto:billing@arbor-education.com">billing@arbor-education.com</a> email the above address for help with billing enquiries

Business hours are 08:00 - 17:00 Monday to Friday excluding bank holidays. Note we may also reduce business hours during school holiday and internal training days. Customers will be notified in advance.

## Key Performance Indicators (KPIs)

The table below outlines our target response and resolution times for when our users contact Arbor Support. All interactions with support are logged on Zendesk, our ticketing system, and are fully reportable. Support interactions are categorised by type and impact, and we follow the ITIL framework. Categories are:

**Incident:** A material defect, fault or impairment in the MIS, an unplanned interruption to service or reduction in quality of service.

**Service Request:** A request from a user for information, or advice and guidance

**Incidents** are assigned a priority based on impact as outlined in the table below with target response and resolution times:

Incident Type	Description	Response Time (Working Hours)	Target Service Level	Resolution Time (Working Hours)	Target Service Level
<b>Urgent</b>	Complete system failure. MIS wide inability to perform any key activities, i.e. take a register, access the system	1hr	95%	2hrs	90%
<b>High</b>	A key system is not functioning, causing high impact to the operating system. There is no work around or manual process	4hrs	95%	1 working day	90%
<b>Normal</b>	An issue that impacts non critical activities but is time critical. The issue can be resolved by a workaround or manual process.	8hrs	90%	10 working days	80%
<b>Low</b>	An issue that has low impact and has a suitable	8hrs	N/A	Low incidents will not be prioritised for individual	N/A

	workaround available. It is not time critical	resolution but will flow into our problem management process
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All **service requests** are assigned the same level of priority and will be managed using the following target response and resolution times.

Type	Description	Response Time (Working Hours)	Target Service Level	Resolution Time (Working Hours)	Target Service Level
<b>Service Requests or questions</b>	System usage assistance is required on general queries that are not a consequence of system failures	24hrs	90%	10 working days	80%

## Major Incidents

In rare instances, urgent incidents (for example whole platform outages) warrant additional customer communications and follow-up. These are called major incidents.

Arbor take the following actions in the event of a major incident:

- We aim to send regular customer updates in line with the Urgent Incident Target SLA of 1 hour. Updates will be sent via email or in the MIS application
- We aim to update our status page at regular intervals in line with Urgent Incident Target SLA of 1 hour
- Once the incident is closed (resolved) we aim to have a publicly available Post Incident Report (PIR) within five working days. The report covers a timeline, root cause and corrective action plan

## Escalation

We will always endeavour to resolve your concerns as soon as they arise. If this hasn't been possible and you wish to escalate your concerns, the below escalation path is available. We require 48 hours to be able to effectively investigate and respond before the next level of escalation in each case.

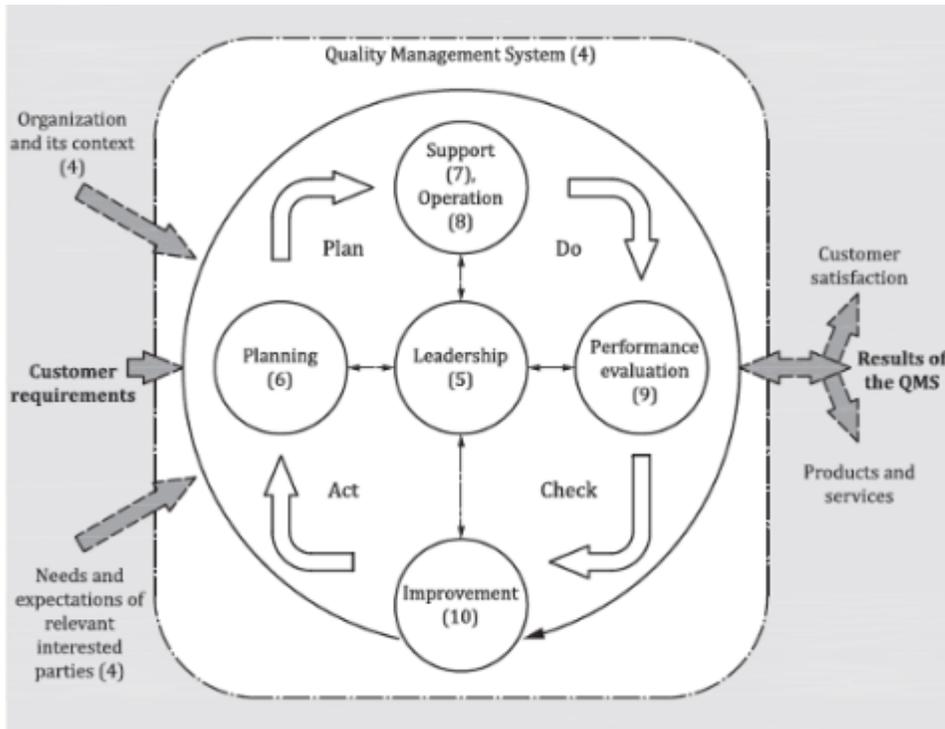
- **Stage 1:** Team Leader
- **Stage 2:** Head of Department
- **Stage 3:** Chief Commercial Officer

[Please click here for full details on our Complaints Policy](#)

## Continuous Improvement

Continuing to develop our customer experience is important to us and, as such, we adopt a quality approach to a continuous improvement lifecycle. We are also ISO9001 Quality Management Standard accredited.

The operating cycle is explained in the diagram below:



Outputs of our continuous improvement lifecycle include regular reviews of **customer satisfaction data**. We ask for customer feedback when customers interact with us at the following points:

- Support interactions
- Post-customer training
- Post-onboarding
- Net Promoter Score (once per term)

All customer satisfaction survey data is reviewed and fed into improvements to both our processes and our product roadmap review cycle.

**Root cause analysis** is a process which enables us to continuously improve. Support data is reviewed on a weekly and monthly basis with a view to identify trends and opportunities to remove the underlying cause of multiple incidents/support tickets. This process is called Problem Management. Problem tickets are raised either when the root cause of an incident is known or unknown. Problem tickets are prioritised by the

support team according to impact and urgency and tickets are added into engineering sprints for deployment at regular intervals.

We also want to ensure you make the most of your MIS. We monitor customer health by tracking the following:

- Your usage of product features
- Risk (if you have raised any customer complaints or escalations)
- Interactions with support (if you are raising a higher than average number of support tickets)
- CSAT scores (making sure you are happy with the service received)

We use this data to help to determine overall health and our systems will flag to your account manager if any of these indicators are below expected levels. This enables them to create an intervention plan to help you get back on track.

## Customer Success Management

Our UK-based Customer Success Management Team is here to help ensure you get the most of your MIS and achieve the outcomes on Arbor that you are aiming to.

You should be offered a regular review with a CSM to:

- Agree outcomes and review progress of these
- Review your account health and opportunities for improvements
- Discuss past and future product releases
- Take a look at customer satisfaction scores for your account
- Discuss support performance
- Consider training opportunities

You will also be sent data at regular intervals showing you a snapshot of your MIS usage with the aim of helping you identify areas of the system which may be of further use to you.

NB. The Customer Success Management service is delivered for Customers that take direct Support with Arbor and is free of charge.

## Partnership Management

Our UK-based Partnership Management and Sales Teams are here to help ensure you have the best contract and subscription for your MAT/School.

- MATs should be offered a regular review with a Partnership Manager to look at your contract and the opportunities across our wider products and services for you and your schools
- Contact this team if you would like to speak to us about purchasing additional modules, upgrading your Arbor package or investing in training, our dedicated Customer Sales team would be happy to help.
- This is also the team to work with you effectively on contract renewals and re-procurement.

## Our Commitment to a Positive Community

At Arbor Education, we are dedicated to fostering a supportive and collaborative environment for everyone – our customers, our partners, and our incredible team. We believe that respectful and open communication is the foundation of successful relationships and ensures the best possible experience for all.

### What We Stand For:

- **Respectful Communication:** We encourage open and honest feedback and appreciate direct, constructive communication. We're here to listen and help!
- **Collaboration:** We love working together to solve challenges and achieve shared goals. Your insights are invaluable as we strive to improve.
- **Kindness and Professionalism:** We believe that every interaction should be guided by mutual respect, understanding, and a shared commitment to creating a positive experience.

### What We Won't Tolerate (and Why It's Important):

To maintain a safe and productive environment for our team and community, we have a zero-tolerance policy for the following:

- **Abusive or Derogatory Language:** We will not tolerate any form of abusive, offensive, discriminatory, or derogatory language directed at our staff, whether on support calls, in written communications, or in reviews. This includes, but is not limited to, personal insults, harassment, threats, or any form of hate speech.
- **Bullying or Intimidation:** Any behaviour intended to intimidate, belittle, or harass our team members is unacceptable.
- **Disruptive Conduct:** Actions that intentionally disrupt our ability to provide support or negatively impact our team's well-being will not be tolerated.

## Our Approach to Unacceptable Conduct:

In instances where this policy is violated, we reserve the right to take appropriate action, which may include:

- Issuing a warning.
- Limiting or suspending access to support services.
- Terminating our partnership.

We believe in open dialogue and, wherever possible, will aim to resolve situations amicably and constructively.

Thank you for being a valued member of the Arbor Education community and for helping us maintain a respectful and positive environment for everyone.