**Stage 1 – Initial Client Contact**

Connector

Books

appointment

Connector

Updates CRM- Account Manages Client

Connectors

Speak to client

1.3 Navigator

Initial phone

diagnostic

w client-

Eligibility

Template email to client confirming appointment

* 1. Navigator

books

appointment

1.5

Navigator

updates
CRM

 **Stage 2 – Appointment Preparation**

1.2 Client
Must register on the GH website
(can be done by client, navigator or connector)

1.1 Client contact GH (via)
website
partner
3rd party
marketing

2.2 Connector

Carries out
pre-research (website etc)

Prepares relevant COBRA Sheets etc

2.3 Connector

Confirms appointment with client – potential to move appointment date if required to ensure efficient diary time/travel (cluster where possible).

2.1 Connector

Prepares GH documents

**Stage 3 – Connector Visit ideally within 3 weeks in advance**

3.4 Connector

emails Cerys H with any photos for social media, PR or case study opportunity

3.2 Connector

Completes Client Paperwork
to be signed by client and connector

Makes Client Aware of likely timescales for Brokerage

3.1 Connector

Meets client- Full Diagnostic based-‘Pitch Deck Approach’.

-Discusses CCTs

-Discusses GH Website etc

3.5 Connector

Completes notes from meeting and updates CRM- with full audit trail info (emails, time spent, client needs, next steps)- Checks CRM record for completeness. Checks all Paperwork for completeness

3.3 Connector

Obtains client’s signature on relevant forms

client agreement
de minimis

 **Stage 4 – Post Meeting – MoAs state meeting notes written up within 24 Hrs and referrals made within 24hrs of completion of AP.**

4.1 Connector
begins post Meeting Stage- Research and Referall Process (check ERDF Programmes and Research Non-ERDF support)

4.4 Connector

Updates CRM
with actions

4.2 Connector
Carries out
post-research

Phone Calls to partners to discuss referral

**Connector Key Points**

-Phone first policy

ERDF referrals- be sure -client ‘fits’- call provider before email referral

-Don’t ‘batch clients’

-Research full range of provision & ask expert colleagues

-Use COBRA sheets to inform provision

4.3 Connector
emails client with meeting report and identified provision, detailed in AP and CRM.

4.6 Connector

completes referral/s & informs client of situation

4.5 Client

to approve report & agree provision/s- Partner Referral Made with 24hrs

4.8 Connector
If total Client time =3hrs+ paperwork to Data Manager ASAP for verification (double check completeness). If not 3 hrs- consider further reseach/follow up as required by client

4.7 Admin

Upload Paperwork

 AP etc-Sent to Client

4.9 Data Manager
Verifies ERDF Outcome
Uploads PDFs:
Client agreement. De minimis

& informs Connector of compliance

**Stage 5 – Follow-up**

5.1 Connector

Post Referral-Contacts client to follow-up any actions and research needs

5.2 Connector \*

**Book calls in other than formal FU** toensure businesses are on track and everything ok as required

Confirm provision has commenced

5.3 Connector \*

**[1 Month]**

Phone
(from the date of referral)
 AIM- To ensure referral happens and ADD VALUE with further info (such as COBRA Sheet)- do they need anything else?

5.4 Connector \*

**[3 months]**Phone

What happened? Do they need further info/help?

**Connector Key Points**

-Follow-up’s will vary per client, depending on the timing of the provision/s

Follow Up is a ‘value add’ action- not just a process check

-Phone first policy

-Any connect activity (not just FU’s) logged on

-Elicit your own feedback and add to complements register

5.5 Comms \*

Consider case study etc

PR as required to benefit businesses

5.7 Data Manager
Verfies and uploads ERDF output evidence & informs connector of compliance

**Connector \* Updates CRM at all stages- with Audit Trail**

**Stage 6 - Completion**

6.1 Client
completes journey when data manager verifies data compliance (above)

6.2 Admin

Issues client satisfaction survey

6.4 Admin

Collates feedback & updates CRM

6.3 Client

completes survey

6.5 Admin

Informs manager and connectors if any further action is required

6.6 Data Manager

State Aid letter to be issued to client

**Stage 1- Initial Client Contact**

|  |  |  |  |  |  |  |  |
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| **Stage**  | **Stage** | **Quality Check** | **Reporting** | **Lead** | **WDGLL?** | **RISKS** | **Mitigation** |
| 1.1 | Client contact GH (via)websitepartner3rd partymarketing | Marketing Activity Review | Weekly stats reportMonthly Comms team Meeting- Webstats/SM activity | KMM- Update MB | Steady pipeline running 2-3 weeks ahead per connector | Weak pipeline | Increase Marketing activityLink with partners to refer backConnectors to self-market on territory |
| 1.2 | Client must register on the GH website (can be done by client, navigator or connector) | Marketing Activity Review | Weekly stats reportMonthly Comms team Meeting- Webstats/SM activity | KMM- Update MB | Easy to register- Easy to connect with GH | Confused web journeyDoes not want to be contacted | Web ReviewNavs to call any clients who have not be contacted |
| 1.3 | Initial phonediagnostic with client- Check Eligibility for ERDF | Check Nav write upCheck Nav Phone MethodCheck CRM updated with initial contact call record (consistency and data) | Data reportWeekly Connections Team meeting Random Audit with Connections TeamMonthly Audit Meeting | MBSA | All info collected, client informed of all GH services and encouraged to use website. Info to fully inform and preparation by Connector | Weak DiagnosticData not recorded correctlyNot Eligible | Monitor quality and train as requiredPeer reviewing of Nav processReview Eligibility Decisions |
| 1.4 | Navigator books appointment | As above | Appointment number weekly reportDiary review | MBMB | Choice of appointments and methods to meet connector. Connector clusters appointments to minimise travel and free up time to give client maximum quality service. | Appointment confusing | Review systems periodically |

**Stage 2- Appointment Preparation**

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| **Stage**  | **Stage** | **Quality Check** | **Reporting** | **Lead** | **WDGLL?** | **Risks** | **Mitigation** |
| 2.1 | Prepares GH documents | Full Docs Prepared | N/A | Connector | Full Docs Prepared | No Docs | Periodic review of process |
| 2.2 | Carries out pre-research (website etc)Prepares relevant COBRA Sheets etc | Note in CRM of preparation undertaken (AUDIT) | Data reportWeekly team meeting Random Audit with Connections TeamMonthly Audit Meeting | MBMBSA | Fully informed Connector with good idea of what business does and initial needs. COBRA Sheets researched and prepared for meeting | Not prepared for meetingIncorrect data for meetingNot ERDF Eligible |  |
| 2.3 | Confirms appointment with client – potential to move appointment date if required to ensure efficient diary time/travel (cluster where possible).  | Call/Email logged in CRM of courtesy call | Data reportWeekly team meeting Random Audit with Connections TeamMonthly Audit Meeting | MBMBSA | Client Contacted before meeting and fully informed of process/info needed.Appointments moved and clustered to ensure minimum travel time and maximum focus on client | Appointment not confirmed- client aware etc | Monitor Confirmation calls |

**Stage 3- Connector Visit**

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| **Stage**  | **Stage** | **Quality Check** | **Reporting** | **Lead** | **WDGLL?** | **Risks** | **Mitigation** |
| 3.1 | Meets client- Full Diagnostic based-‘Pitch Deck Approach’.-Discusses CCTs (AUDIT)-Discusses GH Website etc | Agreed Diagnostic Format- all connectors follow same processFull range of support covered- CCTs Monitored | Check for completeness on handing to Data Manager- MB informed of non complianceShadow Days by BCM- work to framework of coverage in meeting | MB/NMMB to SA | Full Completed data with no paperwork returnedFull process, all connectors using same format all topic covered in particular ‘selling’ website and covering CCTs | CCT Not covered-Contractual obligationWebsite not ‘sold’ | Review regularlyRegular meets with Comms team to ensure website fits connectors and clients needs |
| 3.2 | Completes Client Paperworkto be signed by client and connectorMakes Client Aware of likely timescales for Brokerage | All Paperwork CompleteClient Informed of timescales | Check for completeness on handing to Data Manager- MB informed of non complianceRandom feedback calls from Questionnaire list | MB/MNSA | 100% AccuracyAll clients aware of timescales and not wondering what is going on. Any delay- client is called. | Incomplete paperworkClient Expectations not managed | Review regularly- Data Manager to report non compliance to MBReview regularly  |
| 3.3 | Obtains client’s signature on relevant formsclient agreementde minimis | All Paperwork Complete | Check for completeness on handing to Data Manager- MB informed of non- compliance | MB/MN | 100% Accuracy | Incomplete paperworkClient Expectations not managed | Review regularly- Data Manager to report non compliance to MBReview regularly |
| 3.4 | Emails to Cerys H with any photos for social media, PR or case study opportunity | Good pipeline of PR for businesses through GH Channels | Report from Comms Team of numbers of photos/activity etc | CHt to MB | Regular pipeline of Comms material to Comms team from ConnectorsRegular Comms activity for clients | No Comms activity to benefit clients | Review MB/KMM |
| 3.5 | Completes notes from meeting and updates CRM- with full audit trail info (emails, time spent, client needs, next steps)- Checks CRM record for completeness. Checks all Paperwork for completeness | Full Client Record on CRM with clearly defined audit trail of all info. | 5 Random Samples with BCM- Report weekly to SAWeekly team meeting Random Audit with Connections TeamMonthly Audit Meeting | MB to SAMBSA | 100% Audit trailAll Connectors records to sameNo ‘Subjectivity’ in records.Detailed and accurate account of Diagnostic and Actions. All actions reflected in paperwork for audit. | CRM write up missingCRM write up incompleteCRM write up lateCRM write up inconsistent with other team membersCRM write up ‘subjective’ | Regular review by Connector account management of own recordsWeekly review by BCM of CRM activity (missing data reports etc)Monthly internal audit |

**Stage 4- Post Meeting**

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| **Stage**  |  | **Quality Check** | **Reporting** | **Lead** | **WDGLL?** |  |  |
| 4.1 | Connectorbegins post Meeting Stage- Research and Referall Process (check ERDF Programmes and Research Non-ERDF support) | Connector Knowledge and research processKnowledge of specialist team membersERDF Partner Programme Knowledge | 5 Random Samples with BCMWeekly team meeting Random Audit with Connections TeamMonthly Audit Meeting | MB to SAMBSA | 100% Audit trailAll Connectors records to sameNo ‘Subjectivity’ in records.Detailed and accurate account of Diagnostic and Actions. All actions reflected in paperwork for audit. | Support not fully researchedSupport does not fit client needsClient expectations raisedClient needs not met | Ensure all connectors have full knowledge of local programmes and business support landscapeAware of major regional and national programmes |
| 4.2 | ConnectorCarries out post-researchPhone Calls to partners to discuss referral | Relevant ERDF Partner Referrals- with phone call made to confirm ‘fit’Full research into other potential programmes or info sites (via knowledge tank where relevant)Client made aware of Knowledge Tank | Call records on Client CRM record via CRM ReportMonthly CBM partner MeetingsMonthly referral reportPeer Reviews of Brokerage in weekly meetingsClient satisfaction QuestionnaireSurvey/ Random Calls | MBMBNMMBSA/NMSA | All partners getting quality pipeline of relevant clients. No clients rejected from partners. Partners happy with pipeline as discussed in partner meetings. Clients fully aware of options and a suite of ERDF/Other support and signpost | Calls not made and referrals made without complete knowledge of offerClient fit wrong- partner loses faith on GH System | Calls made where possible |
| 4.3 | Connectoremails client with meeting report and identified provision, detailed in AP and CRM. | Email in CRM | CRM Reports/ Random CheckPeer Review | MBMB | Client fully informed and understands process | Provision fit wrongNo email in systemClient does not get back to Connector  | Up to date knowledgeCall made to check fit. |
| 4.4 | Updates CRM with actions | Full CRM Records (time etc) for AUDIT | 5 Random Samples with BCMWeekly team meeting Random Audit with Connections TeamMonthly Audit Meeting | MB to SAMBSA | 100% Audit trailAll Connectors records to sameNo ‘Subjectivity’ in records.Detailed and accurate account of Diagnostic and Actions. All actions reflected in paperwork for audit. | Failed AUDITRecords different when referred to Partners | Robust reporting and checking |
| 4.5 | to approve report & agree provision/s- Partner Referral Made with 24hrs | Referral made in agreed timescale | Connector Weekly Reporting to BCM | MB | Timely and accurate referrals  |  |  |
| 4.6 | Connector completes referral/s & informs client of situation  | Fully researched referral  | Connector Weekly Reporting to BCMMonthly partner meetings | MB | Calls made to partner, fully researched referral- no negative feedback from partner or client | Client fit wrongPartner unhappy with client fitReputation | Close monitoring of referralsMonthly Partner meetings |
| 4.7 | Upload Paperwork AP etc-Sent to Client | Full paperwork uploaded and sent to client | CRM reportsRandom AuditConnector Team meeting | MB | Accurate and timely paperwork | Paperwork does not pass audit due to missing data etc | Robust checking |
| 4.8 | If total Client time =3hrs+ paperwork to Data Manager ASAP for verification (double check completeness). If not 3 hrs- consider further reseach/follow up as required by client |  |  |  |  |  |  |
| 4.9 | Data ManagerVerifies ERDF Outcome Uploads PDFs: Client agreement. De minimis& informs Connector of compliance |  |  |  |  |  |  |

**Stage 5 Follow-Up**

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| **Stage**  | **Quality Check** | **Reporting** | **Lead** | **WDGLL?** |
| 5.1 | Follow Up calls to be a MINIMUM of two formal phone callsAdd value though further information and use COBRA as the tool | Weekly conformation with BCMCRM Follow Up ReportCRM Call reports though random sampleCRM records/ call records and COBRA log | MBMBMBMB | Regular phone contact with client to account manage process. Two formal recorded feedback touch points 1) Has the referral happened- do they need more info and 2) What happened as a result- do they need more info. |
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