**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) website partner 3rd party marketing | Marketing Activity Review | Weekly stats report  Monthly Comms team Meeting- Webstats/SM activity | KMM- Update MB | Steady pipeline running 2-3 weeks ahead per connector | Weak pipeline | Increase Marketing activity  Link with partners to refer back  Connectors 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 report  Monthly Comms team Meeting- Webstats/SM activity | KMM- Update MB | Easy to register- Easy to connect with GH | Confused web journey  Does not want to be contacted | Web Review  Navs to call any clients who have not be contacted |
| 1.3 | Initial phone  diagnostic  with client- Check Eligibility for ERDF | Check Nav write up  Check Nav Phone Method  Check CRM updated with initial contact call record (consistency and data) | Data report  Weekly Connections Team meeting  Random Audit with Connections Team  Monthly Audit Meeting | MB  SA | All info collected, client informed of all GH services and encouraged to use website. Info to fully inform and preparation by Connector | Weak Diagnostic  Data not recorded correctly  Not Eligible | Monitor quality and train as required  Peer reviewing of Nav process  Review Eligibility Decisions |
| 1.4 | Navigator books  appointment | As above | Appointment number weekly report  Diary review | MB  MB | 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 report  Weekly team meeting Random Audit with Connections Team  Monthly Audit Meeting | MB  MB  SA | Fully informed Connector with good idea of what business does and initial needs. COBRA Sheets researched and prepared for meeting | Not prepared for meeting  Incorrect data for meeting  Not 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 report  Weekly team meeting Random Audit with Connections Team  Monthly Audit Meeting | MB  MB  SA | 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**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **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 process  Full range of support covered- CCTs Monitored | Check for completeness on handing to Data Manager- MB informed of non compliance  Shadow Days by BCM- work to framework of coverage in meeting | MB/NM  MB to SA | Full Completed data with no paperwork returned  Full process, all connectors using same format all topic covered in particular ‘selling’ website and covering CCTs | CCT Not covered-Contractual obligation  Website not ‘sold’ | Review regularly  Regular meets with Comms team to ensure website fits connectors and clients needs |
| 3.2 | Completes Client Paperwork to be signed by client and connector  Makes Client Aware of likely timescales for Brokerage | All Paperwork Complete  Client Informed of timescales | Check for completeness on handing to Data Manager- MB informed of non compliance  Random feedback calls from Questionnaire list | MB/MN  SA | 100% Accuracy  All clients aware of timescales and not wondering what is going on. Any delay- client is called. | Incomplete paperwork  Client Expectations not managed | Review regularly- Data Manager to report non compliance to MB  Review regularly |
| 3.3 | Obtains client’s signature on relevant forms  client agreement de minimis | All Paperwork Complete | Check for completeness on handing to Data Manager- MB informed of non- compliance | MB/MN | 100% Accuracy | Incomplete paperwork  Client Expectations not managed | Review regularly- Data Manager to report non compliance to MB  Review 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 Connectors  Regular 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 SA  Weekly team meeting Random Audit with Connections Team  Monthly Audit Meeting | MB to SA  MB  SA | 100% Audit trail  All Connectors records to same  No ‘Subjectivity’ in records.  Detailed and accurate account of Diagnostic and Actions. All actions reflected in paperwork for audit. | CRM write up missing  CRM write up incomplete  CRM write up late  CRM write up inconsistent with other team members  CRM write up ‘subjective’ | Regular review by Connector account management of own records  Weekly 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 | Connector begins post Meeting Stage- Research and Referall Process (check ERDF Programmes and Research Non-ERDF support) | Connector Knowledge and research process  Knowledge of specialist team members  ERDF Partner Programme Knowledge | 5 Random Samples with BCM  Weekly team meeting Random Audit with Connections Team  Monthly Audit Meeting | MB to SA  MB  SA | 100% Audit trail  All Connectors records to same  No ‘Subjectivity’ in records.  Detailed and accurate account of Diagnostic and Actions. All actions reflected in paperwork for audit. | Support not fully researched  Support does not fit client needs  Client expectations raised  Client needs not met | Ensure all connectors have full knowledge of local programmes and business support landscape  Aware of major regional and national programmes |
| 4.2 | Connector Carries out  post-research  Phone 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 Report  Monthly CBM partner Meetings  Monthly referral report  Peer Reviews of Brokerage in weekly meetings  Client satisfaction Questionnaire  Survey/ Random Calls | MB  MB  NM  MB  SA/NM  SA | 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 offer  Client fit wrong- partner loses faith on GH System | Calls made where possible |
| 4.3 | Connector emails client with meeting report and identified provision, detailed in AP and CRM. | Email in CRM | CRM Reports/ Random Check  Peer Review | MB  MB | Client fully informed and understands process | Provision fit wrong  No email in system  Client does not get back to Connector | Up to date knowledge  Call made to check fit. |
| 4.4 | Updates CRM  with actions | Full CRM Records (time etc) for AUDIT | 5 Random Samples with BCM  Weekly team meeting Random Audit with Connections Team  Monthly Audit Meeting | MB to SA  MB  SA | 100% Audit trail  All Connectors records to same  No ‘Subjectivity’ in records.  Detailed and accurate account of Diagnostic and Actions. All actions reflected in paperwork for audit. | Failed AUDIT  Records 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 BCM  Monthly partner meetings | MB | Calls made to partner, fully researched referral- no negative feedback from partner or client | Client fit wrong  Partner unhappy with client fit  Reputation | Close monitoring of referrals  Monthly Partner meetings |
| 4.7 | Upload Paperwork  AP etc-Sent to Client | Full paperwork uploaded and sent to client | CRM reports  Random Audit  Connector 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 Manager Verifies 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 calls  Add value though further information and use COBRA as the tool | Weekly conformation with BCM  CRM Follow Up Report  CRM Call reports though random sample  CRM records/ call records and COBRA log | MB  MB  MB  MB | 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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