



Language Services Direct

Quality Assurance Policy

Language Services Direct provides language training programmes to corporate and public-sector clients. The company's vision is to deliver industry-leading, tailor-made courses at competitive prices to our clients.

To enhance the reputation, competitiveness and profitability of Language Services Direct, it is necessary to not only supply an industry-leading level of service but to maintain this service level and continuously strive to improve it.

The procedures in the client-specific Quality Manuals that we develop are mandatory and binding for the entire business and shall be strictly adhered to by all employees and trainers.

It is the responsibility of all employees and trainers to ensure that all work carried out by the business is done so in accordance with the specified requirements which shall reflect commitment to:

- Improved customer services
- Improvement in the performance of our suppliers and subcontractors.
- Reduced cost and improved profitability

This policy was endorsed by the Managing Director of Language Services Direct on 2nd July 1996 and will be communicated throughout the organisation and to all interested parties.

Implementation of the procedures is the direct responsibility of the Company Directors as are the compilation, revision and maintenance of the manual and the associated procedures.

Tony Ryan
Managing Director

LANGUAGE TRAINING PROGRAMME: QUALITY ASSURANCE POLICY AND PROCEDURES

To uphold and enhance the reputation, competitiveness and profitability of Language Services Direct, it is necessary to not only supply a service of the highest quality but to maintain this quality level and continuously strive to improve it.

In 1996, Language Services Direct was awarded a government grant through the local Training and Enterprise Council (TEC) to implement a quality system. A firm of consultants was appointed and a system was implemented in line with ISO9001. Although formal, third-party accreditation was never sought, a copy of the documentation we prepared has been retained and is available for inspection on request.

Today, the Quality Assurance System at Language Services Direct Ltd operates on the following principles:

- All stages in the provision of the service - from receiving client enquiries through to the delivery of services - are geared to achieving the requirements of customers (learners) and the organisations that employ them.
- Tight monitoring of all aspects of service provision enables operational problems to be identified and tackled quickly.
- All suppliers used which affect or influence the level of service delivered to our clients are obtained from a database of approved suppliers and are kept under regular review.
- Employees are held accountable for their own work and are trained in our quality-assurance systems.
- Regular audits are performed by Company Directors to check that 'best practice' is applied and procedures are followed.
- The monitoring of the effectiveness of quality-assurance systems is part of the monthly Company Directors' activities.

Through the implementation and maintenance of a programme-specific quality plan for each client, the objectives of the business are to enhance our reputation through:

- Improved customer services
- Improvement in the performance of our suppliers and subcontractors.
- Reduced cost and improved profitability
- Creating improved opportunities

KEY PROCESSES

Language Services Direct operates internal quality-assurance procedures that focus on the ten key processes that impact on the quality of a language training programme. These are summarised below:

- 1) Account Manager Recruitment - Our Account Managers liaise on a continuous basis with our three 'customer groups' - learners, HR professionals/line managers and trainers. They must therefore have the appropriate combination of skills and experience.
- 2) Trainer Recruitment, Induction & Development - To deliver courses of the highest quality, it is important to recruit trainers of the highest calibre and ensure that those trainers are aware of their responsibilities when delivering training on our behalf.
- 3) Handling Enquiries. Enquiries and requests for language training must be handled in a consistent and thorough manner to ensure all the relevant information is gathered at the earliest possible opportunity. This is achieved through our Enquiry Form. Further details are available on request.
- 4) Course Design. It is essential that the material covered during the course is relevant and appropriate so that it meets the language learning needs of our students and the organisations they represent. Language Services Direct conducts detailed assessment tests and needs-analysis interviews for all learners. A bespoke Learning Plan is created, which details learning objectives and course content. Trainers utilise this Learning Plan along with the appropriate exam syllabus to plan lessons that directly respond to learners' needs and the exam requirements.
- 5) Pre-Course Trainer Briefing and Documentation. All course information must be communicated to the trainer in a clear and unambiguous manner. Our trainers receive a detailed information pack prior to the commencement of every course they deliver. Further details are available on request.
- 6) Trainer Performance. Trainers must deliver the training in an interesting, stimulating and effective manner using a range of content and tasks to inspire learners and make the lessons enjoyable and relevant to their training

objectives. To this end, our Account Managers regularly conduct lesson observations and support trainers to continuously improve their performance.

7) Learner Satisfaction. Regular feedback is sought from learners using our Course Evaluation Questionnaire and passed on to our trainers and client HR/Training department. Our Account Managers ensure that all feedback is responded to in a timely and effective manner.

8) Learner Progress. It is essential to ensure that learners are provided with regular feedback on their progress so that they achieve their objectives. Progress is monitored through quarterly testing and six-monthly level assessments. Every six months, learners receive a detailed progress report written by the teacher, detailing progress made against objectives in their Learning Plan along with test and level-assessment results. This includes comments on the learner's readiness for external examinations.

9) Management Reporting. All course records must be complete, accurate and secure. Learning & development teams and line managers should be provided with the management information (qualitative, quantitative and financial) they require on a regular basis and in a convenient format. They should also be kept fully informed of key issues that arise. This will enable them to adapt the training format/strategy and thereby ensure organisational (as well as individual) learning objectives are met.

NB: All learner information must be stored and used in line with the Data Protection Act.

10) Customer Complaints. Customer complaints are recorded on our customer complaints form and immediate action must be taken to overcome problems/issues that the customer faces. Complaints are reviewed on a regular basis and permanent action is taken to prevent recurrence.