

IAM Conference 2016



IAM RoadSmart Group Handbook workshop



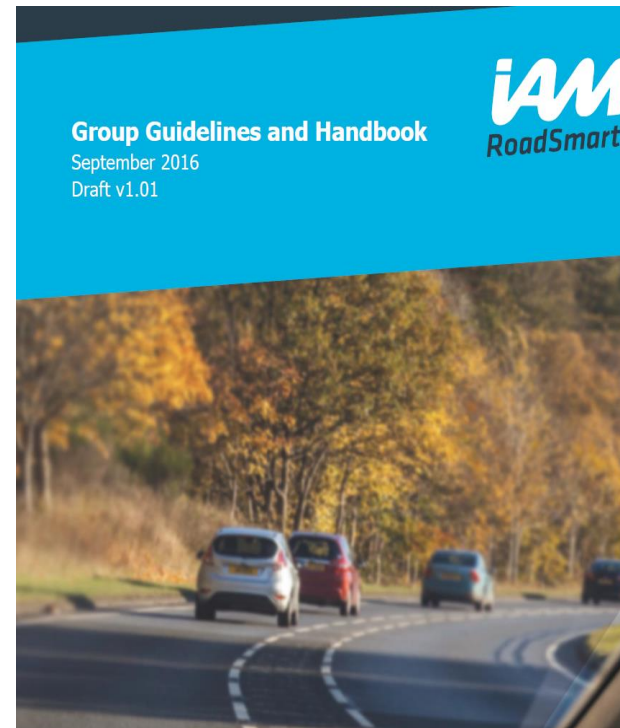
We proudly announce ...



IAM

RoadSmart

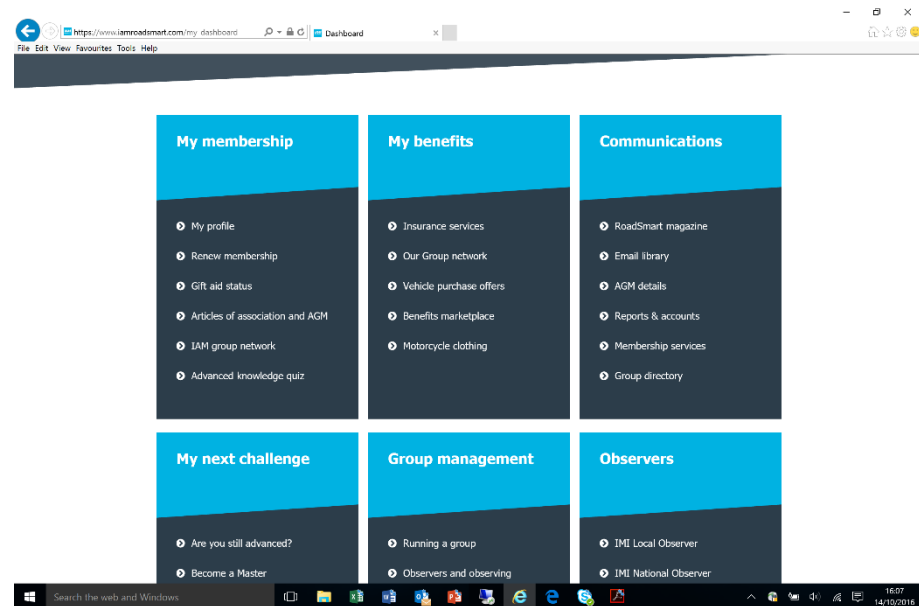
Group Guidelines Handbook



IAM RoadSmart Group Handbook



- How to run an IAM RoadSmart group
- All in one place
- Will be held on website
- Version controlled
- Affiliation guidelines.



IAM RoadSmart Group Handbook



- You will find guidelines on:
- IAM RoadSmart Brand
- DBS checks
- IMI Qualifications
- Gift Aid
- How to Order Log Books
- Insurance
- Complaints process.



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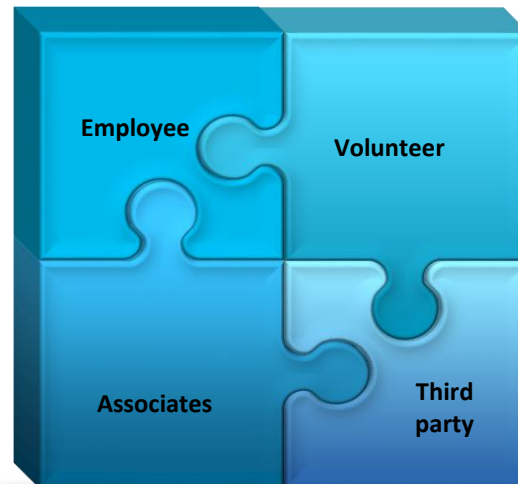
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IAM RoadSmart Code of Conduct



Introducing the IAM RoadSmart Code of Conduct

- Applies to:-
 - employees
 - volunteers
 - associates
 - any third party service provider in contact with our customers.



IAM RoadSmart Code of Conduct



- We treat everyone equally and fairly
- We adhere to policies of the IAM RoadSmart
- We only communicate the IAM RoadSmart position
- We take responsibility for our actions & decisions.



IAM RoadSmart Code of Conduct



- We respect confidentiality of information gained as an official via memo/data
- We respect confidentiality of individual personal information
- We respect all members regardless of gender or beliefs
- We are Proud to be part of the IAM RoadSmart.



IAM RoadSmart Code of Conduct



- Anti-Harassment Policy:-
- Unwanted physical conduct or “horseplay”
- Unwelcome sexual advances or suggestive behaviour
- Other unwanted verbal conduct
- Unwanted non-verbal conduct
- Other conduct – e.g. Social Media



IAM RoadSmart Code of Conduct

- Bullying Policy:-
- Physical conduct
- Verbal conduct
- Non-verbal conduct i.e. Body Language



IAM RoadSmart Customer Service



- Communication Guidelines
- Associate Contacts Guidelines
- Meeting Place Guidelines
- Group Scorecard Explanation
- Customer Satisfaction Index.



Customer Service: Communication

- Written communication includes letters, memos, e-mail and manuals
- Electronic communication includes e-mail, instant messaging, and other types of online communication
- Verbal and Non verbal communication.



Customer Service: Communication

- Don't over communicate by email
- Make good use of subject lines
- Keep messages clear and brief
- Be polite
- Check your tone
- Proof read.



Customer Service: Associate contact



Type of Communication	Contact Period
Contact with associate following receipt of a lead or notification from IAM RoadSmart	2 days
Response to Emails	2 Days
Response of telephone call or voicemail from an associate	1 day
Starting an Associate in training	2 weeks
Regularity of observed runs	Fortnightly
Issue of Pass Certificate if by group	1 Month

Customer Service: Meeting Places



Recommendations	Items to keep in mind
Reflects the brand values of IAM RoadSmart	Accessibility to the building and overall location
Safe & comfortable	
Suitable for purpose i.e. :- Holding of committee meetings	Location relative to the committee members home address (for Committee meetings)
Observed runs start place	
Social meetings	Location relative to the majority of members
Class room training sessions	
Observer meetings etc.	Location of suitable roads for observed runs

Customer Service: Meeting Places



Recommendations

Meetings should start and end at a public place with plenty of people around.

There should be sufficient parking as well as facilities available. Avoid multi-story car parks, dark areas and poorly made up road surfaces

Suitable locations include:

Supermarkets

Motorway service stations

Public Libraries

Public sports halls

Items to keep in mind

For safety and welfare reasons Associates should not be invited into an Observers home address, nor should Observers arrange to meet an Associate in their home address

Customer Satisfaction Survey



- On line survey
- Sent on completion of advanced driver/rider course
- Launches 1st November 2016

- 8 questions
- Scored between 1 and 5, in which:
 - 1 – Dissatisfied
 - 2 – Somewhat dissatisfied
 - 3 - Satisfied
 - 4 – Very satisfied
 - 5 – Extremely satisfied.

Customer Satisfaction Survey



- How did you purchase the course:-
- online
- post
- phone
- other – the associate will be prompted to specify what this was.

Customer Satisfaction Survey



- How satisfied were you with the purchase procedure?
- How was contact from local group – did the IAM local group contact you shortly after purchase?
 - a. within 48 hours
 - b. within 1 week
 - c. within 1 month
 - d. my local group did not contact me.

Customer Satisfaction Survey



- Were you allocated an observer immediately after group contact
 - a. Yes
 - b. No - how long did you wait for observer allocation.

Customer Satisfaction Survey



- How satisfied were you with your course material?
- How satisfied were you with your observer and observed runs?.

Customer Satisfaction Survey



- Were you allocated an IAM Examiner within 48 hours of application
 - a. 1 week
 - b. 2 week
 - c. Other
 - d. I was not contacted
- How satisfied were you with the professionalism of your examiner?.

Customer Satisfaction Survey



- Feedback will be reviewed and issued to Groups and used within IAM RoadSmart to improve customer service
- Any direct praise or feedback to an individual group, observer or examiner will be highlighted and sent to the Chair or Area Service Delivery Manager for attention and action as appropriate.



Membership sign off - draft proposal

- Associate issued with IAM RoadSmart Advanced Driver/Rider Course logbook

- Develop a portfolio of:-
 1. A minimum of 6 IAM RoadSmart Advanced Driver/Rider run sheets

 2. The last 2 IAM RoadSmart Advanced Driver/Rider run sheets must have a minimum of all 2's, to indicate achievement of standard.

Membership sign off - draft proposal



- Group “sign off” observed runs and membership can only be delivered by a National Observer or a Local Observer Assessor
- It is permissible for Local Observer Assessor to conduct a development drive/ride at around the 4th observed drive/ride to confirm development is taking place.
- **(Note: - this is not a test substitute)**

Membership sign off - draft proposal



- Once the associate has reached the required standard, a previously nominated registered 'Group Sign off' Local Observer Assessor will:-
 - Review the portfolio of evidence, for evidence of development and reaching the standard
 - Complete a Confirmation Report on DTE to:-
 1. confirm the required standard has been reached
 2. confirm membership and
 3. activate the issue of a membership certificate.

Membership sign off - draft proposal



- Examples of requirements for a group to be accredited as a Membership “sign off” Group.

1. Engagement with IAM RoadSmart

Item	Required	Criteria
Uses all IAM RoadSmart material	✓	Group must operate to the IAM RoadSmart Group Guidelines Handbook, achieving 80% Customer Satisfaction on associate survey, display exemplary attitude towards riding/driving, understand and work within IAM RoadSmart Strategic Objectives.
Designated training/lead observer	✓	
Succession plan for observing team	✓	
Succession plan for committee	✓	
Adherence to IAM RoadSmart Guidelines Handbook and Code of Conduct	✓	
Customer Satisfaction of 80% - introduced 1/11/16	✓	
Comprehensive use of DTE	✓	

Membership sign off - draft proposal



- Examples of requirements for a group to be accredited as a Membership “sign off” Group.

1. Observer Qualifications

	Required	Preferred	Criteria
Observers:			Group geography and population density will be taken into account when reviewing this criteria
LOA maximum 1:6 NO ratio	✓		
NO maximum 1:6 LO ratio	✓		
LOA with Masters Pass		✓	
1 x NO with Masters Pass	✓		
No Group Qualified or Senior Observers	✓		
No more than 10% of Observers in training	✓		

Membership sign off - draft proposal



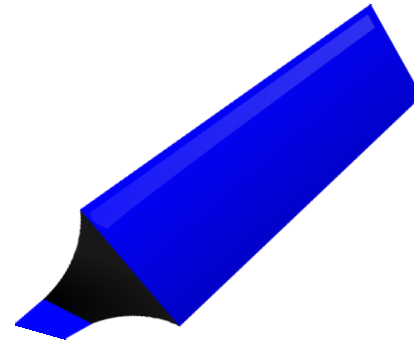
- Examples of requirements for a group to be accredited as a Membership “sign off” Group.

1. Associate Training

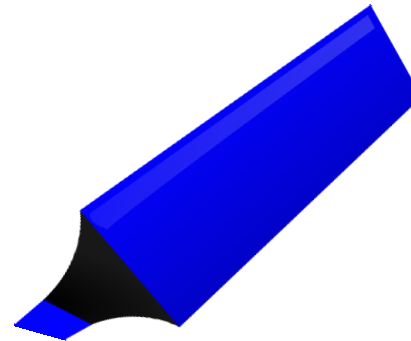
	Required	Preferred	Criteria
Training tailored to individual associate	✓		Options for delivering training in order to provide a varied choice for the associate
1:1 - personal observer		✓	
1:1 – ‘pot luck observer’		✓	
Fast track		✓	
Fixed course		✓	
Slow manoeuvring		✓	
Time to test pass less than 170 days	✓		Accurate use of DTE

Group Guidelines Handbook Workshop

- What's missing?



- What's unwanted?



Feedback

- Feedback for
- Group Guidelines handbook
- Membership sign off to:
- handbookfeedback@iam.org.uk
- Closing date Friday 25th November 2016.



Thank you