

*forfront*

**CUSTOMER CHARTER**

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## A NOTE FROM THE MD...

At Forfront we're extremely proud of our exemplary levels of customer care, which we constantly strive to improve.

As well as building state of the art technology and unrivalled email marketing software, we are confident that you'll always find your needs catered for and your questions promptly answered. So it's with great pleasure that I am writing to introduce you to Forfront's Customer Charter. I see the Charter as our opportunity to set down the key principles, promises and pledges we make to every one of our e-shot™ users and Forfront clients.

We felt a Charter was necessary to articulate the Forfront ethos and expand upon our core commitment of unparalleled customer service, so that you know what to expect - the highest standard of care and assistance possible.

In addition, we endeavour to react to customer comments and feedback to make e-shot™ a product truly designed by you, our user. In this Charter we want to outline our simple and honest processes and procedures so that you understand how we manage our relationship with you and the professional and courteous manner you should always expect.

**Ron Kellermann**  
Managing Director

## ABOUT SOFTWARE & DEVELOPMENT SERVICES

At Forfront we make it simple for businesses to expand and grow. Our repertoire covers software development, state-of-the-art mobile apps, a suite of customisable digital marketing services, website creation, corporate branding, the leading email marketing product e-shot™ and more.

Throughout our history we have specialised in designing, writing, hosting and maintaining software solutions including: Software as a Service (SaaS); online applications; websites; ecommerce projects and mobile apps. We use cutting-edge technology to create digital solutions that enable thousands of companies to work more efficiently and grow.

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## Software solutions

Since 1998 we have been developing software to help businesses build their online services from brochure sites to complex applications.

In this time we've worked on complex bespoke software for companies as varied as a leading NHS information provider, producers of an e-learning competency tool for the financial industry, a service provider to the property industry, Premier League football clubs, one of the biggest publishing houses in the world, local governments and more.

Not to mention thousands of other small, medium and large companies in a variety of industries such as publishing, travel, finance, telecommunications, automotive, energy, education and manufacturing.

To be specific, our development team alone boasts over 100 years of experience between them and fluency in more than 16 programming languages! These include A++, Java, CSS, C#, C/C++, HTML, PHP, Perl, Python and other popular technologies.

We will ask the questions that others wouldn't dare ask. We believe in challenging the norm and hate to do things because this is how the others do it, or "it's always been done this way!"



## App development

We know that after an app is downloaded there's a crucial moment when a user opens it. That nanosecond can mean the difference between hooking people in or turning them away. Forfront take pride in creating truly magical first impressions, which keep customers and staff alike engaging and re-engaging with your app.

Beyond just a great opening, we build apps that impress entirely through the user experience. The rigorous testing during the development cycle and our team's experience and creativity is a truly exceptional combination, which you benefit from.



## Website development

We've been developing websites for over fifteen years and all our team including Business Analysts, Project Managers, Developers, Designers and Data Test Analysts are based in the UK.

## ABOUT E-SHOT™

Back in the late 90's, Forfront pioneered an e-mailshot system with open (read/displayed) statistics which later became the standard for email campaign analysis. A rudimentary but solid system was born. By 2000 the email marketing tool became a popular module of Forfront's Content Management System (CMS), and with growing popularity amongst our first clients the full potential of a stand-alone email marketing web application became clear, leading to the development of e-shot™.

The first stand-alone version of e-shot™ was released in early 2001. Five releases later, version 6 has one of the most comprehensive targeting engines in the industry, marketing automation and a stable powerful delivery engine. Uniquely it was designed from the start to be client-driven unlike most of the other e-marketing campaign based architectures. This reflects the intention of having a long term, cost effective e-marketing business tool which gives the user complete control in managing contacts, creation of professionally designed messages and accurate targeting, all in a simple to use, highly available online application.

From the early days, Forfront's philosophy was to enable businesses to use the tool as much as they need to maximise their ROI and increase new sales and client retention without penalising the user with per-email charges. We pioneered the pay-per-container size, rather than per-email, and this is still one of e-shot™'s USPs.

Our mission is to create simple-to-use digital marketing tools that organisations can depend and rely upon. These tools allow them to grow their businesses consistently, while offering second-to-none, UK-based support to ensure that they get the personal care they need.



## Marketing services

Forfront's in-house Marketing team specialise in boosting your business requirements by adding a complete wrap around your email marketing goals.

All of our work begins with establishing your core aims, whether your focus is strategy consulting, email, social media, content, branding or data management. We create a results-focussed plan that best suits your unique requirements and fits your budget.

As we have done for over 17 years, we will always strive to create demand in your market and highlight your USPs in the most efficient and effective way possible.

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## **Technology**

e-shot™ is unique thanks to an intuitive interface that's evolved through years of customer feedback and experience, giving real ease of use and boasting incredible processing speed – the ability to send over a million emails in less than ten minutes. Not to mention hugely detailed reporting and analytical functionality. There's really no better way to guarantee successful campaigns and exceptional ROI.

We are committed to invest in the latest technologies, useful features, best of breed reliability, scalability and security.

## **Account Managers**

Our experienced Account Managers are highly professional and capable, supplying outstanding assistance and dedicated business knowledge. They are email marketing experts and are assigned to every client to offer dedicated knowledge and understanding of each business as well as comprehensive personal support.

## **Support Team**

Nobody knows more about the e-shot™ system than our brilliant Support Team. They boast impressive HTML knowledge, excellent customer service, patience, empathy and understanding. They go above and beyond the call of duty in order to help clients and solve problems, no matter how big or how trivial the enquiry might first appear.

Our Support Team provides an incredible level of know-how and experience, with jargon-free professional service and intelligent, thoughtful problem-solving assistance. Using a wide array of contact methods such as phone, email and online chat, plus resources like guides, videos and weekly webinars, they offer in-depth help in a timely and considerate manner. They are all genuinely nice people too!





## IF YOU USE E-SHOT™ WE WILL ALWAYS ENSURE:

- You are always treated in a gracious, respectful and accommodating manner.
- Every client is handled with the same standards, no matter how large or small your company is or the size of your e-shot™ account.
- Our communication will always be reasonable, just and transparent.
- All of our correspondences will be confidential and any information treated sensitively.
- We won't attempt to dupe you with jargon and technical terminology, everything will be broken down into as plain and understandable language as you require.
- Every member of staff that you deal with will be trained to the highest possible level of expertise, and the answers we supply will be as full as possible – the very first time you contact us.
- The number of your enquiries that have to be referred to another member of staff will be kept to an absolute minimum.
- We will always be available during UK working hours (9:00 – 18:00, Monday to Friday - excluding national holidays).
- Our customer service will be constantly reviewed, making the most of feedback to fine-tune our standards.



## HOWEVER YOU CONTACT US WE PLEDGE THAT WE WILL:

- Aim to pick up your call within seconds and in a friendly and helpful way.
- Respond to your email within an hour.
- Let you know which member of staff you're talking to.
- Keep waiting times to a minimum by trying to answer your question without transferring you to another member of staff.
- Update you with the progress of your reported issue or query.

### **If we're meeting face-to-face we will:**

- Always maintain professional and amiable conduct.
- Arrange a time and place to meet well in advance and stick to the arrangement.
- If unavoidable circumstances do arise that facilitate the postponement of a meeting we promise to notify you an adequate time in advance.

# FEEDBACK

## **If you want to get in touch you can:**

- Write to us by email or post.
- Phone or email your account manager directly.
- Let us know the nature of your comment, whether it is to suggest better standards, provide feedback on our products, performance or customer care.
- You can always send your feedback to our MD by email: [theMD@forfront.net](mailto:theMD@forfront.net).

## **After receiving customer feedback we will:**

- React to it.
- In case it is a suggestion for change or improvement of our product, it will be passed to our product management team who will consider incorporating it into e-shot™.
- When it refers to our processes, we will carefully consider it, to improve our level of customer service.
- Investigate complaints meticulously at the appropriate level and report back to you within a reasonable time.

## **When we record feedback we will:**

- Respond as soon as possible and acknowledge your contact.
- Consider your feedback and formulate a productive and appropriate response or action.
- Reflect on all recommendations for changes, and carry out modifications when possible and appropriate.



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