

forfront

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E-Learning Solutions

COMPETENT ADVISER LTD



“Their broadly based experience, their ‘can-do’ attitude, and their professional and pragmatic approach, makes them a natural first port of call. -

**Chris Heard, Co-founder,
Competent Adviser Ltd.**

Competent Adviser™ is a comprehensive e-learning tool designed for the financial industry with customisable learning and testing tools, self testing, CPD (Continuing Professional Development) and PDP (Personal Development Planning) facilities and hierarchical access for company administrators, supervisors and users.

In July 2014, Chris Heard, the Co-founder of Competent Adviser Ltd., spoke about working with Forfront for over a decade:

“We selected Forfront back in 2003 to build, what was then, a relatively simple, web-based, delivery platform for financial services training materials. In subsequent years, the Competent Adviser™ proposition has expanded significantly to provide a sophisticated exam support, competency assessment and CPD (Continuing Professional Development) solution to both the banking sector and financial services industry generally.

“To facilitate this expansion, the system has also had to evolve significantly and is now generally recognised as offering a highly sophisticated and flexible solution, which plays a key role in maintaining the competence of their advisers and enhancing their industry knowledge.

“Although the current system continues to evolve and is still very much ‘fit for purpose’ for today’s fast changing regulatory environment, the company nevertheless took the decision, back in 2012 to once again commission Forfront to redevelop the system completely. This was in order to incorporate a significantly enhanced database structure, all the benefits of the .net technology, as well as a range of exciting new client features and benefits, intended to maintain Competent Adviser™’s market leading position.”

How Forfront has helped us to build our proposition

“The growth of the Competent Adviser™ business and customer proposition over the last 11 years has relied on three key components, working seamlessly together to deliver a rewarding customer experience consistently, for both managers and end users.

Forfront Ltd. is registered in England and Wales No. 3643637 at Paternoster House, 65 St Paul's Churchyard, London EC4M 8AB. Place of business is: Forfront, Renaissance House, 32 Upper High Street, Epsom, Surrey KT17 4QJ

www.forfront.com

"In all three areas – a robust and sophisticated software platform, an unrivalled body of regularly updated learning materials and an outstanding commitment to customer service throughout the organisation - Forfront has played a crucial support and enabling role, namely:

- Management of hardware and operating systems; 24 hours of the day, 365 days a year.
- Maintenance, support and ongoing development of the Competent Adviser™ customer software and public website.
- Maintenance and support of the Competent Adviser™ 'back office' software.
- First class 'troubleshooting' service in support of Competent Adviser™'s own customer service standards."

Recommendation

"Based on our own positive experiences of working with Forfront over the last 11 years and with an expectation of continuing to work closely with them for the foreseeable future, we would have no hesitation in recommending Forfront to others in our industry and beyond. Their broadly based experience, their 'can-do' attitude and their professional and pragmatic approach, makes them a natural first port of call." - **Chris Heard, Co-founder, Competent Adviser Ltd.**

About Forfront

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

Since 1998 Forfront has grown rapidly year on year, helping thousands of clients including many household names and industry-leading firms, while e-shot™ has over 1800 users.

For more information
contact us now on:

T: +44 (0) 20 3320 8777

E: marketing@forfront.com

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