



**Customer Excellence Tool**

Improved Customer  
Experience

Improved response  
rates from Cheshire  
FA staff

Improved level of  
service

We have a new customer excellence tool to help deal with your queries better and faster.

You can now track the progress of your query by activating your Cheshire FA Freshdesk account

Access solutions that may answer your query before we do.

Provide us with feedback to help us improve our level of customer service.





# Cheshire FA Freshdesk Customer Account



Manage your tickets

Raise a new query/ticket

Access 'Solutions' which may answer your query without getting in touch

Check progress of query/ticket that you have raised

View previous queries /tickets raised by yourself with Cheshire FA

Activate your Freshdesk Account today!

You email a Cheshire FA mailbox



A ticket with Cheshire FA Freshdesk is raised. Automatic receipt of email will be sent to you.



Your query/ticket will be assigned to a Cheshire FA staff member.

The Process

If your query has been answered - your ticket/query will be marked as resolved



A Cheshire FA staff member will respond to your query/email



You will then receive a feedback survey from Cheshire FA about your customer experience



You will also be asked to activate your Cheshire FA Freshdesk account

The Process





# Cheshire FA Mailboxes

Group	Mailbox
Adult Football	<a href="mailto:AdultFootball@CheshireFA.com">AdultFootball@CheshireFA.com</a>
Affiliation & WGS	<a href="mailto:WGS@CheshireFA.com">WGS@CheshireFA.com</a>
Coach Education	<a href="mailto:CoachEducation@CheshireFA.com">CoachEducation@CheshireFA.com</a>
Disability Football	<a href="mailto:DisabilityFootball@CheshireFA.com">DisabilityFootball@CheshireFA.com</a>
Discipline	<a href="mailto:Discipline@CheshireFA.com">Discipline@CheshireFA.com</a>
Facility Development & Funding	<a href="mailto:FacilityDevelopment@CheshireFA.com">FacilityDevelopment@CheshireFA.com</a>
Female Football	<a href="mailto:FemaleFootball@CheshireFA.com">FemaleFootball@CheshireFA.com</a>
Health Check/Charter Standard	<a href="mailto:CharterStandard@CheshireFA.com">CharterStandard@CheshireFA.com</a>
HR	<a href="mailto:HR@CheshireFA.com">HR@CheshireFA.com</a>
Information	<a href="mailto:Info@CheshireFA.com">Info@CheshireFA.com</a>
Leagues	<a href="mailto:Leagues@CheshireFA.com">Leagues@CheshireFA.com</a>



# Cheshire FA Mailboxes

Group	Mailbox
Player Registration	<a href="mailto:PlayerRegistration@CheshireFA.com">PlayerRegistration@CheshireFA.com</a>
Press	<a href="mailto:Press@CheshireFA.com">Press@CheshireFA.com</a>
Referee Closed Dates	<a href="mailto:ClosedDates@CheshireFA.com">ClosedDates@CheshireFA.com</a>
Referee Courses	<a href="mailto:RefereeCourses@CheshireFA.com">RefereeCourses@CheshireFA.com</a>
Safeguarding	<a href="mailto:Safeguarding@CheshireFA.com">Safeguarding@CheshireFA.com</a>
Youth Football	<a href="mailto:YouthFootball@CheshireFA.com">YouthFootball@CheshireFA.com</a>

Direct your query to one of the relevant mailboxes in order for the correct Cheshire FA staff member to pick up your query.

We want to get closer to you; our volunteers, our players, our referees, our coaches, our people.

You are our priority. We want to provide you with a better service utilising technology that makes keeping you updated at the forefront of our thinking.

We are removing the use of private staff email addresses and instead, moving to shared mailboxes so we can be more efficient in supporting you to run the game that we love.

Our new system will be run by the clever team at Freshdesk.

You will be able to interact with us quicker, easier and (hopefully!) stress free. Our new system will enable multiple staff to help rectify your issue rather than relying on the availability of one person.



We hope that you like our new service  
and we hope that you have an  
improved customer experience with  
Cheshire FA