

# Customer Care Policy

## [QP1.19]

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## 1.0 Policy

The Customer Care Policy of the Adam Smith College, is informed by its Vision of: '... a College that is accessible, flexible and welcoming. The College will be driven by its customers and committed to enterprise, innovation and creativity in all that it does.'

- 1.1 The customer care process furthers the College Vision and Values especially in fulfilling the commitment to being customer focused, widening participation and embracing diversity.
- 1.2 The Adam Smith College, is committed to treating all our customers with fairness, respect and sensitivity, demonstrating our commitment to the College's Equal Opportunities Policy. All customers will be respected regardless of their age, religion and belief, ethnicity, disability, gender, gender reassignment, or sexual orientation.
- 1.3 The College's overarching philosophy is one of 'no barriers to learning', so our services will be provided within a context and environment which enables and promotes lifelong learning opportunities for all.
- 1.4 Recognising and respecting the particular and specific needs of our customers, the College aims to provide accurate and relevant information, advice and support services to all who require them.
- 1.5 The College acknowledges that all members of staff share the responsibility for fulfilling the College's commitments to its customers and, to facilitate this, the College provides a range of mandatory courses for all full-time and part-time Teaching and Support staff.
- 1.6 The College recognises its commitment to meeting the educational and training needs of the individual learner while making each feel valued and respected. The College's specific commitments to meeting these needs are set out in a range of policies and procedures, including:
  - ❖ Customer Care Procedure
  - ❖ Comments, Compliments and Complaints Policy
  - ❖ Equal Opportunities Policy
  - ❖ Disability Statement
  - ❖ Equality Schemes
- 1.7 The College is committed to dealing with requests and enquiries accurately, promptly and efficiently, publishing timescales where appropriate and regularly monitoring our performance against the published standards.
- 1.8 The College respects customers' confidentiality by holding information securely and not releasing it to unauthorised persons or organisations in compliance with Data Protection regulations.

- 1.9 The College is committed to customer satisfaction. In the event that a customer's requests or queries cannot be met, a full explanation will be offered.
- 1.10 The College welcomes customer feedback on our services and encourages suggestions for development and improvement.
- 1.11 The College is committed to ensuring that every customer receives the highest possible standard of service and will respond to any problems quickly to remedy any deficiencies as soon as possible. More detail is provided in the specific "Comments, Compliments Complaints Policy.

## 2.0 Justification

This policy confirms a number of the principles in the College's mission, vision and values.

- Achieve improved efficiency and sustainability based on integrated, streamlined and highly effective development and support services
- Be a place in which staff enjoy working and are committed to customer service and continuous improvement through feedback and self-evaluation

The **values** to which we will work together are those of:

- Providing all learners with the highest quality learning experience
- Valuing clients and colleagues and treating them and others with respect and integrity
- Recognising that enjoyable learning is the most effective learning
- Nurturing and valuing enterprise, innovation and creativity
- Embracing diversity as a cornerstone of our learning community
- Accepting accountability and responsibility for our action

## 3.0 Link to Corporate Plan Aims - 2010 - 2013

- Aim 1      21<sup>st</sup> Century Learning  
Learning that is high quality, relevant, adaptive, flexible and is international in outlook. Learning that is supported by a dynamic mix of technology, materials and methodology.
- Aim 2      21<sup>st</sup> Century Workforce  
Staff who are committed, motivated and valued as the key resource of Adam Smith College and who have the skills, knowledge and behaviours required to deliver and support 21st Century learning.

Aim 3            21<sup>st</sup> Century College  
A college that is recognised for excellence and effectiveness and works from flexible, technology-rich, high quality environments in accessible locations. A place in which people want to work and learn. Financially and environmentally sustainable. Ethical, socially responsible.

## 4.0 Exemptions

None.

## 5.0 Related Procedures

- ❖ QP2.37: Customer Care Charter
- ❖ QP2.20: Complaints Procedure
- ❖ QP2.17: Equal Opportunity Procedure
- ❖ QP2.15: Race Equality Procedure
- ❖ QP1.24: Data Protection Policy
- ❖ QP2.28: Data Protection Procedure
- ❖ Equality schemes