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**ADAM SMITH COLLEGE**  
INSPIRING LEARNING

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# Customer Care Charter

*... putting you first*



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## **The Mission, Vision and Values of The Adam Smith College, Fife**

Our **mission** – inspiring learning.

Our **vision** is 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. Partnership is central to our work.

The College will:

- ⇒ inspire learners to continue learning throughout their lives;
- ⇒ support the development of the economy of Fife through high quality, relevant vocational education and training; research and consultancy and a range of enterprise activities;
- ⇒ develop further national and international activity to create best value for Fife and Scotland;
- ⇒ serve the needs and interests of local communities by the continuing local presence of vibrant college activity meeting vocational and broader learning needs;
- ⇒ 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 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 actions



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## Introduction

The Adam Smith College, Fife is committed to building excellent relationships with all its customers and to a policy of continuous improvement in the services it provides.

The College provides a wide range of education and training services to the people and organisations of Fife and beyond. This Charter sets out the quality of service customers can expect from the College as a right.

The College has an uncompromising commitment to providing services free from discrimination on the grounds of ethnic or social origin, gender, disability, age, sexual orientation, religion or nationality.

Our commitment is to deliver both an effective and efficient service which recognises and values the importance of our customers. We are dedicated to continuously developing and improving our customer services by focussing on keeping the customer at the centre of all our activities.

## Our Commitment To You

Although the College is a large organisation (Scotland's third largest college), we firmly believe in treating every customer as an individual.

Therefore, in all your dealings with the College you can expect:

- ⇒ to be treated with respect and courtesy;
- ⇒ to be dealt with promptly and efficiently;
- ⇒ to have full access to the advice and guidance you require to ensure that, as far as possible, your needs are met and your decisions well informed;
- ⇒ to enjoy a safe, clean and healthy environment in all College premises;
- ⇒ to have recourse to an effective complaints system should you be dissatisfied with the standard of service you have experienced.



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The College respects its customers' right to privacy and fully complies with the regulations laid down to ensure that all data is processed in accordance with the Data Protection Act 1998. Any individual may apply for a copy of the information about her/him held by the College (for which a small charge may be made) and to have corrections or amendments made to the information where appropriate. It is the responsibility of each individual to ensure that the information held about him/her is accurate and up to date.

In accordance with the Freedom of Information Act (Scotland) 2002, the College maintains a Publication Scheme, setting out the classes of information it publishes, the manner in which the information is published and details of any related charges. The Publication Scheme is accessible on the College website and can also be viewed in College Learning Centres on request. Information not listed in the Publication Scheme may still be requested, however certain exemptions under the Act may apply.

## **Standards of Service**

As part of its commitment to a high standard of customer care, the College aims to achieve the following targets:

- ⇒ that each member of staff will wear a name badge showing his/her role in the College and the team to which she/he belongs;
- ⇒ that a personal enquiry made at a staffed Reception on any College campus will be attended to within 5 minutes;
- ⇒ that written correspondence will be replied to within 5 working days or, in the case of correspondence to which an answer is not readily available, an acknowledgement will be sent within 5 working days;
- ⇒ that all personal correspondence will be signed by a named person;
- ⇒ that telephone calls to the College's main switchboard will be answered within 60 seconds during working hours (exceptions to this include emergencies and peak times, when every effort will be made to respond to calls as quickly as possible).



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## **Evaluation**

Our standards of service will be regularly monitored as part of the College self-evaluation process. Analysis of the findings will be publicised and used to inform action planning for improvements in performance.

## **Customer Care**

To ensure consistently high standards of customer care, the College has a written Customer Care Policy. While all members of staff have a responsibility to provide assistance, the Learner Services team provides a range of specific services to meet the needs of customers. The College actively recruits only the best qualified and most experienced staff available and, through an ongoing programme of staff development, ensure that the skills of staff match the needs of its customers. In addition, the College provides specialised help and support to meet the specific needs of all of its customers, including those with disabilities.

## **Customer Feedback**

The College welcomes comments and suggestions about our services from any of our customers. We also appreciate hearing of any examples of particularly good service that you've received. Comments, Complaints & Compliments (C<sup>3</sup>) Forms are available at Reception on all College campuses. Completed forms should be returned directly or via Reception to the College Quality Unit. Written feedback will be acknowledged within 48 hours of receipt and a senior member of staff will respond to your comments, suggestions or compliments within 20 working days.

The College's learners have additional opportunities to comment on their experiences of specific aspects of our services by means of the Learner Surveys carried out across the College three times each academic year.

## **Complaints**

The College recognises that, in a large and complex organisation, from time to time customers will be dissatisfied with the standard of service they have experienced. Such issues need to be addressed in order to



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ensure that our normal high standards are maintained. For this reason, the College has a comprehensive Complaints Procedure, a copy of which is available on the College website and in our Learning Centres.

We hope that our customers never have cause to make a complaint but, should it become necessary, our Complaints Procedure is designed to ensure that complaints are dealt with promptly and effectively in an endeavour to achieve a satisfactory resolution.

After exhausting the College's internal complaints procedures, complainants who are still dissatisfied with the outcome have recourse to the Scottish Public Services Ombudsman, an independent, free and fair service with the power to investigate complaints about public services. Full details of the service are available from the SPSO website at: [www.scottishombudsman.org.uk](http://www.scottishombudsman.org.uk)

## **Useful College Policies and Procedures**

- Customer Care Policy [QP1.19]
- Complaints Procedure [QP2.20]
- Data Protection Policy [QP1.24]
- Equal Opportunity Policy (Students) [QP1.13]
- Freedom of Information Policy [QP1.28]
- Race Equality Policy [QP1.14]

## **Useful College Contacts**

### **Director of Learner Services**

Joan Howell (01592) 207861

### **Information, Admissions and Student Funding Manager**

Margaret Barrie (01592) 568047

### **Director of Quality**

Gill Ritchie (01592) 207747

### **Quality Manager**

Gordon Scrimgeour (01592) 208206