



Customer First UK  
Limited

# CASE STUDY



Cornwall  
COLLEGE

**'Customer First's got bottom-line benefit.'**

## Who are you?

Cornwall College Business

## What's your Customer First status?

Cornwall College Business achieved Customer First in July 2006

## What do you do?

- Delivery of work-based & college-premises training programmes
- Bespoke training programmes for businesses
- Apprenticeships
- CT and Food & Drink training

## Why go for Customer First?

- Improve reputation for excellent customer service delivery
- Support the delivery of consistent services across 3 business training departments
- Create business for the college

## What were the benefits of the assessment?

- Provided the necessary focus for implementing the College's rebranding strategy – Cornwall College Business
- Supported the development of new systems for the merger of business training departments Improved referral systems

## What improvements followed?

- More responsive to business needs
- Demonstrates continuing improvement on an already excellent service
- More focused on what customers want
- Can confidently monitor and plan for customer's future needs

## Contact

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*'The whole agenda of skills means that something like Customer First is going to help people improve their reputation.'*

Cornwall College has a pioneering reputation. Established in 1929, it is now the largest Further Education college in the UK with 45,000 students. Now the college has broken new ground by becoming the first organisation in the South West to achieve the Customer First Standard.

The College is bringing together its three business training departments under a new brand – Cornwall College Business. And what better way to launch than with their Customer First achievement!.

Ron Champion, Director of Employer Services at Cornwall College, said "Clearly the whole agenda of skills means that something like Customer First is going to help people to improve their reputation, to be responsive, but at the same time to create other business. It's got bottom-line benefit. In that respect, I would recommend it to a whole range of organisations whether they are colleges or private organisations."

Keith Ramsay, Chief Executive of Customer First, commented that he was really pleased it had been chosen by the college. "This is our first accreditation in the South West and it's encouraging that the organisation involved is the largest FE college in the country."

John Latham, CEO and Principal of Cornwall College, remarked: "We are delighted to be the first organisation to achieve this standard in the South West." He said it acknowledged the work put in by the 68 full-time and 60 part-time staff involved and "also ensures that we monitor and plan for the future needs of customers and continue to improve on an already excellent service".

Sue Alvey, the college's Work-Based Learning Quality Manager, commented that the assessment process was "very clear". The department was found to be already compliant in 29 out of the 32 Statements. The assessment oversaw improved referral systems and has ensured that the merged and enlarged department will deliver unfailingly high customer service across two sites. Would she recommend Customer First to other organisations in the South West? "Definitely. It focuses you on how you should be looking at what your customers want."