



**Customer First UK**  
*Limited*

# CASE STUDY

THE  
**GOLDSMITH**  
MANAGEMENT CENTRE

***“Customer First helped us to win the £4m ‘Train to Gain’ contract”***

## **Who are you?**

Goldsmith Management Centre, part of North Hertfordshire College

## **What’s your status?**

Goldsmith Management Centre achieved Customer First in May 2004

## **Why go for Customer First?**

- We wanted to look at our levels of service to our customer and seek areas to improve, while giving staff acknowledgement for their existing good practice
- It was also important to differentiate Goldsmith Management Centre in the business support market place

## **What were the benefits of assessment?**

- The team worked well together during the self-assessment, which supported us to identify our strengths and areas for development. To achieve the Standard on the first assessment really motivated the team and increased confidence

## **What improvements followed?**

- Our customers already provided feedback to us on our services but the Customer First assessment helped us to formalise this process. This improvement to our services has made a real difference

## **Why are you recommending Customer First?**

- The benefits we have received have been considerable. If other organisations were to benefit to a similar level then their business would be boosted too

## **Contact**

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Head of Business Development

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Photo: The Team at Goldsmith Management Centre

## Customer First was instrumental in us obtaining the contract for 'Train to Gain'

GOLDSMITH Management Centre is awash with honours. It was recently awarded Centre of Vocational Excellence status in management by the Learning and Skills Council (LSC). Achieving Customer First opened up the doors to funding to further develop its status as a leading-edge training provider to local and regional businesses. More prestige was to follow. Goldsmith is part of North Hertfordshire College, the leading partner in a consortium of training providers which has been awarded the Train To Gain contract in Hertfordshire by the LSC. David Williams is the Hertfordshire Consortium's Head Project Manager. Previously he was head of business development at Goldsmith and he is convinced that its Customer First status helped win the £4 million contract. "Customer First was instrumental in us obtaining the contract for Train To Gain Hertfordshire, in so much as the success of the Goldsmith Management Centre enhanced our reputation and provided a track record in delivery that benefited our application for the TTG contract," he said.

Goldsmith became one of the first organisations in Hertfordshire to achieve Customer First in 2004. Anne Williams is now leading on Customer First at Goldsmith, and she believes it gives the centre an edge, "Achieving Customer First differentiated us in the business market place by demonstrating that we are an organisation that can meet the needs of business and consistently provides top quality service to customers". Goldsmith Management Centre is now working towards Customer First re-accreditation to maintain the high level of service and delivery which helped bring CoVE status and the Train To Gain contract.

Anne said the centre's customers have clearly benefited from the new approaches introduced by Customer First and are "pleased to deal and work with an organisation that is at least matching national standards, but often exceeding these standards".