Customer Service Excellence

Assessment Report

Name of Organisation
City of Glasgow College

Contents

Customer Service Excellence is a national quality mark that seeks to recognise organisations that have a truly customer-focused culture. It is also designed to promote continuous improvement. Certification to the *Customer Service Excellence* Standard is achieved through a rigorous assessment process including a review of documents submitted to an impartial assessor which demonstrate compliance against each element of the Standard, and an on-site visit to establish whether or not an organisation meets the requirements of the scheme.

This Assessment Report covers the whole of your organisation's/department's/team's three-year certification journey from initial assessment, through 12 and 24-month review visits. It is designed to reflect on your achievements against the CSE Standard and your response to areas for development identified by your assessor.

Centre for Assessment hopes that you find this report useful. Should you have any enquiries then please contact your Assessment Project Co-ordinator.

Client Information

Initial/Three Year Assessment	
Main Address / Additional sites	City of Glasgow College • City Campus, 190 Cathedral Street, G4 0RF • Riverside Campus, 21 Thistle Street, G5 9XB
Project Number	24/2558
Assessor	Di Smith
Date Of Assessment	15/09/2025
Total Days	5.5
Provisional Next Date	May 2026

12 Month Review	
Main Address / Additional sites	
Project Number	
Assessor	
Date Of Assessment	
Total Days	
Provisional Next Date	

24 Month Review	
Main Address / Additional sites	
Project Number	
Assessor	
Date Of Assessment	
Total Days	
Provisional Next Date	

Section A: Scoring by Criterion

Initial Assessment

	1 – Customer insight	2- Culture of the organisation	3 – Information and Access	4- Delivery	5- Timeliness & Quality of Service
Non-Compliance	0	0	0	0	0
Partial Compliance	0	0	0	0	0
Full Compliance	3	6	8	9	9
Compliance Plus	8	5	4	4	1

12-month Review

	1 – Customer insight	2- Culture of the organisation	3 – Information and Access	4- Delivery	5- Timeliness & Quality of Service
Non-Compliance					
Partial Compliance					
Full Compliance					
Compliance Plus					

24-month Review

	1 – Customer insight	2- Culture of the organisation	3 – Information and Access	4- Delivery	5- Timeliness & Quality of Service
Non-Compliance					
Partial Compliance					
Full Compliance					
Compliance Plus					

Section B: Initial Assessment Report

Date of report	19/09/2025

Context

City of Glasgow College is Scotland's largest - and the UK's third biggest - college. It is a top tier ranked (World Skills) institution of scale and impact, supporting around 8,000 graduates to progress each year. The College is recognised by the European Framework for Quality Management (EFQM) achieving 7- Diamonds status in 2022 - the highest ever rating achieved by an educational organisation - and the Outstanding Achievement Award for *Driving Innovation*. In 2024, the College achieved the Queen's Anniversary Award for its applied research project into oxygen depletion within enclosed spaces on board ships.

Students take advantage of a portfolio of around 2,000 courses across a wide variety of areas which can be studied in various modes of attendance such as full-time, part-time, day-release and distance learning. The courses are available at a variety of levels, from an Access course to Degree level. Typically, you are home to over 25,000 students and over 1400 staff.

The College is also an international education business reaching out to 26 countries with typically around 4000 international students drawn from some 150 nationalities from across six continents.

As a leading vocational institution, you deliver modern apprenticeships, work experience placements, work- based learning projects, and maintain partnerships directly with industry. At the same time, you are a genuine tertiary institution, providing pathways from school to higher education and onwards onto degree level study, with degrees taught at the College.

The College also continues to be the Uk's center for maritime skills, offering accredited training in Deck, Engineering, Oil and Gas, Offshore, and more. Like apprenticeships, cadetships allow your students to "earn while they learn," with cadets receiving monthly sponsorships throughout their training

Your courses are approved by the Maritime Coastguard Agency, Royal Yachting Association, and the Marine National Training Board, ensuring students have access to careers in high-demand roles in Global Shipping, Offshore Renewables, and the Oil & Gas sectors.

Summary

City of Glasgow College has once again fully met the CSE standard requirements. The college continues to show evidence of its commitment to delivering customer-focused services across all service areas. The City of Glasgow College has achieved an extremely high level of compliance with the standard including **22 areas of compliance plus**. This is a huge achievement, especially considering the current challenges in the sector. The commitment to excellent customer experience is truly in the DNA of the organisation.

Key Strengths

- You continue to outperform your peers and sustain customer satisfaction at a very high level.
- You 'live and breathe 'continuous improvement and learning from all feedback opportunities.
- The response rate to surveys and requested feedback has increased year on year and is now at a high level of response.
- You continue to raise the bar and achieve recognition from independent accreditations such as EFQM.
- Many areas of the college have been nominated for and won awards – across the organisation.
- The buildings are very well appointed, and colleagues and students are proud of its high quality and welcoming environment.
- The entrepreneurial approach to business from college courses such as catering and hairdressing is innovative and high performing. It also serves as an excellent launchpad for your students.
- Your community and college teams, students' union and other and partnerships are strong.
- You continue to invest in the customer experience, and this is clearly demonstrated in the establishment of Europe's largest maritime simulation facility- giving students a world class experience.

Areas for Development

- There is a difference in the feedback levels in some of the more service orientated facutlies. You may wish to consider methods to support customers who are hesitant to give feedback due to the nature of their roles. This could be areas where they see lecturers as senior officers and their culture is to not question a senior officer 1.2.1
- There remains a commitment to implement a corporate Customer Relationship management system and development is ongoing. You have introduced a new Stakeholder Engagement Tool which is proving extremely effective in the one area it is being used at present. The awaited corporate CRM implementation means that this remains an area for development. 2.1.2
- You may wish to introduce more formal monitoring and evaluation of some of the projects generated by the Student Association /City of Glasgow Forum partnership. E.g. the Pantry. This will ensure added value and further insight is captured and any changes required are highlighted.2.1.4
- You employ colleagues from external agencies e.g. Clearlight. You may wish to consider if they should have your mandatory training to ensure they are embracing the City of Glasgow College culture.2.2.1
- You currently have conversations around the Cross Facility Connections Diagram. It may be of benefit to have this as a mandatory item on team meeting agendas or 1-2-1's. This might generate further information around who is connected to who and assist staff in seeing the great value of this intelligence.2.2.3
- The website is good but may benefit from a refresh as other systems and communications are gathering pace. You may wish to consider wider use of google analytics to evaluate where upgrading may be of benefit. 3.2.2
- The use of video communication on the website is good. You may wish to consider widening the use of this with case studies and messages from students on what to expect with their courses etc. (hairdressing / international students)3.3.1
- The presence of IT helpdesk teams and staff at the induction day and on follow up days appears to have reduced unnecessary contact from customers. You may wish to evaluate which times are the most effective for this support (on the busy induction day or in the follow up weeks). 3.3.2
- The buildings have truly fabulous facilities and are state of the art. From a customer perspective this can be quite overwhelming when you first visit. You may wish to review the signage at the reception access points to ensure that they meet the needs of visitors.3.3.3

- Your survey covers most aspect of your admission and induction process. Prior to admission some people attend for Career chats and to discuss learning support. You may wish to consider evaluating if these services were accessed by students to understand if they were part of their decision to apply.3.4.1
- The challenges of funding and seeking extra funding from eternal bodies such as SAS are immense and ever changing. You may wish to find ways for those funders to get a feel of the contemporary issues by considering shadowing. 3.4.1
- You have comprehensive suite of metrics and measures. You may wish to consider if your metrics capture resource release, time saving and impacts to tell the story of your success 4.1.2
- You do some benchmarking but due to areas of your work being commercially sensitive it can be difficult. You could take time to consider what other opportunities there may be to benchmark with similar organisations.4.2.3
- There are restraints on 'growing the business' due to your public sector status. You may wish to look outside the sector at other organisations who have set up arm's length or Community Interest Companies to develop innovative solutions.4.2.4
- The organisational use of Power BI is growing. It would be a benefit to customers if you could consider widening its use further.5.3.2

Observations

1.Students commented that the lifts at Riverside are constantly out of use and usually only 2 are in service (this was witnessed on the day). It causes long waits at busy times. Could the speed of repair be reconsidered?
2.The chairs in the boardroom at riverside were extremely heavy to move, especially for someone with a disability.
3.There is an active student voice in the institution, proactive and generating lots of ideas for the continued enhancement of the student experience.

Use of *Customer Service Excellence* logos - the CSE hallmark is published appropriately.

Criterion 1 – CUSTOMER INSIGHT

Summary
- Knowing your customers is integral to you service planning and delivery
- You have delivered high levels of engagement reaching a response rate of 55% ensuring that you have a truly representative view of customer satisfaction.
- The Widening Access – dedicated team – is reaching out to the those furthest away from education and bringing them opportunities.
- Your strategic plans support your ability to know your customers and stakeholders.

Partial Compliance Elements

Element	Justification
	None identified

Compliance Plus Elements

Element	Justification
1.1.1 We have an in-depth understanding of the characteristics of our current and potential customer groups based on recent and reliable information.	You continue to build on your in depth understanding of all your customers current and future reliable information. Evidence includes: • The stakeholder mapping and linking it to Power Bi • Early and sustained customer engagement throughout their journey. • The procurement of Hubspot to enable CRM development. • The ongoing wider engagement involving DRAM. • Community outreach • The alignment to the Strategic Pan • Successful engagement with a reach of 55% This remains compliance plus
1.1.2 We have developed customer insight about our customer groups to better understand their needs and preferences.	• You have many customer surveys throughout the year (at least quarterly) • Staff well-being and satisfaction surveys - via the Robertson Cooper Survey. • You engage with overseas partners and businesses to seek a wide range of external assurance and better understand their needs • The **100 voices** – has been established- student ambassadors sounding board. • Your compliance measure for the Scottish Funding Council provides reassurance that needs are met via the Destination data. In 2024 you surveyed 4607 leavers from AY22-23. (the most leavers in the sector) results were-97% in a positive destination-above the college sector average and the highest in the sector. 73% progressed into work related to their study and 89% at a higher level of study – both scores are 6 percentage points above the college sector average. • You achieved higher rates of student satisfaction across all years with high response rates and very high satisfaction compared to others in the sector e.g. 58% response 93% satisfaction ((8 higher than last year)

	This remains compliance plus
1.1.3 We make particular efforts to identify hard to reach and disadvantaged groups and individuals and have developed our services in response to their specific needs.	You continue to identify and introduce innovative ways of reaching out to the hard to reach and supporting the disadvantaged groups. Of note is the work of STIG, observed at the assessment- the Student Transition and Induction Group. Examples at this assessment include • Dedicated Widening Access Department • Student Support commitments to disadvantaged students • Adult Literacy App (a world first innovation for EOSL) • The Learning and Teaching Academy funding from the Robertson Trust as partners in a 3-year project led by Edinburgh Napier University to consider how Scotland's post-16 education system supports students who have experienced poverty and trauma. • Prioritised Learning Support • Transitions and Induction • Mental Health and Well Being support • Laptop Loan Process • Targeted campaigns and support - Gender Based Violence Work • Events and Campaigns • A range of inclusive college workshops This remains compliance plus
1.2.1 We have a strategy for engaging and involving customers using a range of methods appropriate to the needs of identified customer groups.	Your methods of engagement continue to be developed, and engagement is part of your DNA. • Quality Cycle • The stakeholder engagement plan – including MP's, MSP's and participation on the inquiry into widening access to higher education. • Participants in the Clyde Maritime Skills Study – RAND Europe, following a commission by Glasgow Chamber of Commerce, Skills Development Scotland and private sector partners, to understand skills gaps and future skills and resource requirements • Stop Check Support (SCS) • Student Surveys • Class Reps / Faculty reps / Annual Quality reporting • International Student Feedback • International Students Hub • Business Client Feedback • SSES Paper Survey – ESOL This remains compliance plus
1.2.2 We have made the consultation of customers integral to continually improving our service and we advise customers of the results and action taken.	You have a good communication links with customers to advise them of actions taken and the outcome of engagement activities. Examples of this include • Dialogue with and support of the Student Presidential team and a Student Association- delivering partnership activity and responding to student interests. • Student Survey • Stop Check Support Feedback Meetings • The Volunteering Hub was relocated from the SA website to the college's Virtual Learning Environment (Canvas) improving accessibility for ESOL and Supported Learning

	• the Student Pantry expanded to new locations at the City and Riverside campuses- the outcome is strengthened opportunities for student representation, expanded access to volunteering, and addressed practical needs such as food insecurity This remains compliance plus
1.2.3 We regularly review our strategies and opportunities for consulting and engaging with customers to ensure that the methods used are effective and provide reliable and representative results.	You have a cyclical review of all your consultation and engagement, and you regularly adapt surveys to focus on changes in the customer experience e.g. digital equipment and the online blended learning experience. • College's Strategic Plan 2021-2030 • Annual planning process – Planning Guidance • Annual scenario planning in relation to each strategy undertaken with the College Board • Operational Planning • Student Engagement Strategy/Progress • Student Academic Experience Strategy This remains compliance plus
1.3.1 We use reliable and accurate methods to measure customer satisfaction on a regular basis.	You have established and robust methods of measuring customer satisfaction This includes: • Student Surveys- a mix of national and local questions • Stop Check Support bi-annual focus group – measuring student experience- linked to Power bi • The Tertiary Enhancement Quality Framework. Scottish Government) • The College Self-Evaluation Action Plan. • Partnering with Student Association on Institution Led Quality Reviews • Focus on complaints performance and learning • Staff survey • IT Help Desk Feedback This remains compliance plus
1.3.5 We have made positive changes to services as a result of analysing customer experience, including improved customer journeys customer journey mapping	You have a plethora of examples of where you use customer journey analysis to diligently to improve services across your organisation. Examples include • Robertson Cooper Staff Wellbeing Survey - Our Good Day at Work Survey. As a result, several wellbeing interventions are now in place. • The College annual review cycle of the student and customer experience is analysed and considered in support of continuous improvement. • This cycle of analysis and review is now supported by a Power-BI dashboard system - empowering improvement and development • Annual Quality reporting • Annual Portfolio Review • Annual Directorate Reviews This remains compliance plus

Criterion 2 – THE CULTURE OF THE ORGANISATION

Summary

- The College's Purpose and Vision Statement "Let Learning Flourish" fully showcases the culture of customer focus which is in the DNA of the City of Glasgow College
- The collaborative overhaul of 'My connect' delivers instant consistent access to all policies and procedures.
- The strategic pan 2021-2030
- A robust approach to GDPR and complex data issues e.g. dealing with UK VI for international students

Partial Compliance Elements

Element	Justification
	None identified

Compliance Plus Elements

Element	Justification
2.1.1 There is corporate commitment to putting the customer at the heart of service delivery and leaders in our organisation actively support this and advocate for customers.	Your focus is constantly on the customer experience from initial consideration of becoming a student to the journey beyond. By delivering on your strategic priorities, the College create a landscape of opportunities for students, support industry, build communities and bring about positive change in people's lives in and beyond Glasgow. There is a huge sense of pride in enabling people to 'flourish' and in the city itself. The College Board recorded the highest levels of satisfaction to date with the College's governance arrangements and compliance with the Code of Good Governance in the annual self-evaluation in 2024-25. Further evidence of this included • Students' Association Impact Report • Student Academic Experience Strategy 2021-2030 • Students' Association Strategic Plan • Student Experience Newsletters • Alumni Celebration This remains compliance plus
2.1.6 We empower and encourage all employees to actively promote and participate in the customer focused culture of our organisation.	Your team members are proactive in advocation for customers and are eager to share and learn best practice between teams. - aspire to always be a centre of excellence for Learning and Training. Evidence included: • The Lightbulb project inviting staff to bring innovative customer focussed ideas to the table. • Hosting of the fifth annual Learning & Teaching Conference • The pilot of the new Student Success Framework to achieve a step change in attainment • Our Guiding Principles • Robertson Cooper Survey • One City This remains compliance plus
2.2.1 We can demonstrate our commitment to developing and delivering customer focused services through our	Your investment in the talent of your staff is a priority through the College Organisational Development Team. • 33% of managers have completed at least 1 core skills development workshop, with the Personal Development Review (PDR) recently launched, currently 34% staff participation. • 84% of current managers have attended at least 1 workshop. • Recent HR training includes: • Stalking training

recruitment, training and development policies for staff.	• Trans Awareness • ISRA upskilling • Mental Health First Aid training • Cancer Support training for HR team to be Cancer Support champions • CIPD level 5 • Enhancements made to the Recruitment platform in 2023 and Further development of recruitment processes underway • Many additional training sessions delivered specific issues. • Enhanced Qualifications - 18 staff members were supported through enhanced qualifications in 2024/25 • This remains compliance plus
New2.2.4 We can demonstrate how customer-facing staffs' insight and experience is incorporated into internal processes, policy development and service planning.	You held sessions described as Light bulb events in which you engaged with staff to encourage them to share ideas of Inspiration, Excellence, Innovation. This exercise enabled you to capture staff insight not service improvement. One idea which has been actioned and was observed at the assessment which warrants a special mention is Room 106. This Sensory room is a credit to the organsiation and is a great addition to the facilities for students. It goes so much further than the usual 'quite corner' traditionally in place and expresses a true understanding of neurodiversity needs. This is Compliance plus
2.2.5 We value the contribution our staff make to delivering customer focused services, and leaders, managers and staff demonstrate these behaviours.	Your commitment to Organisational Development is exceptional and continues to be key investment which brings reward. A plethora of College Awards external awards. Between August 2024 – July 2025 the College won over 40 awards. • The Student Academic Experience Strategy • Support for Enhance Qualifications including a PhD achievement. • The One City Staff development event, which involved 45 workshops, 30 stalls, and 60 external organisations. 475 staff attended. This remains compliance plus

Criterion 3 – INFORMATION AND ACCESS

Summary

- The My Connect intranet service for internal Communications- 3 year- review has made it truly fit for purpose.
- The Get Ready for College funding e- zine is a useful communication.
- Good communication on the SAAS funding process and eligibility
- Develop a robust and connected strategy to target influencers and members of the media to build and grow relationships that result in positive and accurate coverage and amplify our news.
- Robust contract management with the following characteristics:
  - Quarterly contract review meetings
  - Quarterly submission of management information
  - Managing and monitoring contractor performance against agreed key performance indicators
  - Gathering user feedback

Partial Compliance Elements

Element	Justification
	None identified

Compliance Plus Elements

Element	Justification
3.2.1 We provide our customers with the information they need in ways which meet their needs and preferences, using a variety of appropriate channels.	You continue to keep up to date on the many channels of choice for your customers and have a wealth of information available. Evidence included: • The provision of 'BSL' Signers for a new influx of students requiring this service (it should be noted that this is currently a financial challenge met by the college and maybe there could be an appropriate funding stream made available from elsewhere) • The Collaboration with the marketing agency and in-house design team to deliver digital, multimedia (including social media) • The audience is wider than students and engages partners and those wishing to work with and for you too. • The Lightbulb event held in June at the College enabled generated ideas for communications • College website • Canvas (VLE) • Recite • Abilitynet • Alternative student survey formats • Accessibility services This remains compliance plus
3.3.1 We make our services easily accessible to all customers through provision of a range of alternative channels.	The campus facilities are fabulous, and the public areas are fully accessible and welcoming. The online and remote learning was also described positively by students who had completed their first years/ segment of study away from campus. The College operates specific services for staff, students and the wider community including Amethyst hair and beauty salon, City Market – fishmonger, bakery, butcher, and Scholars' Restaurant, which provide helpful work experience/ simulation for students. These operations were very impressive and commercial and a superb addition to the learner's experience. The breadth of opportunities being offered is huge. Of note are: • collaboration with Amazon Web Services (AWS) and Primed Talent, the College launched the AWS re/Start programme – the first Scottish college to do so. • Enhanced agent monitoring processes introduced in line with new UKVI/British Council requirements • Nautical and STEM international contracts. • The City of Glasgow College relationship with British Council in generating potential international partnership opportunities This remains compliance plus
3.4.1 We have made arrangements with other providers and	You are very proactive in establishing partnerships. Examples at this assessment include:

partners to offer and supply coordinated services, and these arrangements have demonstrable benefits for our customers	- Student Support and Partners - Working with procurement on tenders to establish lessons learned and what improvements/service requirements are required- including a new Procurement & Asset Management Operational Plan - Leading in *World Skills – international staff and student exchange* - Regular contract meetings in place which include performance indicators ensuring high standards are delivered. (cleaning , facilities, catering partners etc) - Community Benefits (primarily added value for students0 are considered by all to add value for students - 25/26 operation plan. This remains compliance plus
3.4.3 We interact within wider communities, and we can demonstrate the ways in which we support those communities.	City of Glasgow College is committed to improving the lives of the neighbourhoods, metropolitan Glasgow, regional, national and international communities it serves. The dedicated team is the Department of Community and Widening Access. Examples include: - Measuring success against the Social Value framework - A people centred approach e.g. the city's ESOL learners -the College supports nearly 3,000 enrolments from speakers of over 60 languages. - Activity focussed in the most deprived areas of the city with 3 out of 5 students being from challenged home circumstances. - Working out in the community with many charities and community groups and schools. - Involvement in key community events such as Veterans Day. This remains compliance plus

Criterion 4 – DELIVERY

Summary
- There is a key drive to deliver – via the SFC regional outcome agreement and the College strategic plan 2021-2030
- Performance information shared externally with the Annual report and annual complaint report
- Several engagement piece/events were evidence including the IPPR Report 2030 an the Robertson Cooper Staff Wellbeing Survey
- The Wins for Students article shows positive outcomes.
- The complaints performance improvements are of note
- The College Dashboard Power Bi is a superb tool for monitoring delivery.

Partial Compliance Elements

Element	Justification
	None identified

Compliance Plus Elements

Element	Justification
New 4.2.2 We can demonstrate that we deliver the service we promised to individual customers and that	You have a very high level of customer satisfaction which you have sustained over time in the high 90's. Your achievements are 6 percentage points above similar organisation. The fact that this high level is also based on a high rate of return and feedback is laudable. This is compliance plus

outcomes are positive for the majority of our customers.	
4.2.3 We can demonstrate that we benchmark our performance against that of similar or complementary organisations and have used that information to improve our service.	You demonstrate well your performance against others and how you have used learning from internal accreditations/ audits and feedback. Evidence includes: • EFQM Feedback report • Annual Reporting • College Committee Cycle • EFQM Benchmarking report • Quality Marks, Standards and awards This remains compliance plus
4.2.4 We have developed and learned from best practice identified within and outside our organisation, and we publish our examples externally where appropriate.	You apply learning and best practice and share this learning across the organsiation- your modus operandi is Innovation Excellence and inspiration. Evidence includes: • Action taken on EFQM Feedback Report • hosting the UK's Scottish Institute of Innovation and Knowledge Exchange • Over 10 projects developed through your internal innovation initiative: *Lightbulb* which is supporting you to 'Engage staff in innovation programmes' and 'Embed a culture of research and innovation across the college'. • The College is a member of a wide range of professional groups This remains compliance plus
4.3.4 We learn from any mistakes we make by identifying patterns in formal and informal complaints and comments from customers and use this information to improve services and publicise action taken	You continue to learn from any mistakes of feedback and have always 'raised the bar' on your joined up approach to this. Your complaints process has improved in all areas, and you have sustained high performance in this area and publish and Annual Complaints Report. This remains compliance plus

Criterion 5 – TIMELINESS AND QUALITY OF SERVICE

Summary

- All areas of performance and service delivery are published on the website
- The quality and performance framework sets out promises on customer service expectations.
- My connect enables contemporary information to be easily communicated
- There is a robust suite of performance information reporting on service sector standards .

Partial Compliance Elements

Element	Justification
	None identified

Compliance Plus Elements

Element	Justification
5.3.3 Our performance in relation to timeliness and quality of service compares well with that of similar organisations.	You continue to review our effectiveness by external benchmarks including the prestigious European Framework for Quality Management (EFQM).Your 7 diamonds status with the European Framework for Quality Management (EFQM) is the highest ever awarded by an educational organisation. Further evidence at this assesment includes: • STEM Assured status, an independent, industry-backed validation of the quality of an institution's science, technology, engineering and mathematics provision. • This year the College successfully retained all external quality marks and standards. - including British Standards Institute (BSI) to the ISO 9001:2015 standard. • Association of Accounting Technicians (AAT) • British Council • Chartered Institute of Marketing (CIM) • Chartered Institute of Personnel and Development (CIPD) • Chartered Institute of Procurement & Supply • Maritime and Coastguard Agency This remains compliance plus

Section C: 12-month Review Report

Date of report	

Changes in relation to the five criteria and areas for development
The assessor should provide brief bullet points for each of the criteria to show what new evidence has been provided.

New areas for development

Partial Compliance elements

Element	Justification

Compliance Plus elements

Element	Justification

Use of *Customer Service Excellence* logos

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Section D: 24-month Review Report

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Date of report	

Changes in relation to the five criteria

The assessor should provide brief bullet points for each of the criteria to show what new evidence has been provided

Partial Compliance Elements

Element	Justification

Compliance Plus Elements

Element	Justification

Use of *Customer Service Excellence* logos

Section E: Notes

Section A

Definitions

The 57 elements in the CSE Standard can achieve one of four scores. These scores are defined below.

NON-COMPLIANCE: Your organisation/division/team has limited or no evidence of compliance, or what evidence you do have refers to only a small part of your organisation/division/team.

PARTIAL COMPLIANCE: Your organisation/division/team has some evidence that demonstrates compliance against the element but there are gaps.

FULL COMPLIANCE: Your organisation has good evidence that demonstrates that you comply fully with the requirements of the element. The evidence reflects that compliance is consistent across your organisation/division/team.

COMPLIANCE PLUS: Your organisation/division/team has shown that it has exceeded the requirements of the Standard against an element, demonstrated exceptional practice, or can be used as an exemplar for others within or beyond your sector.

To achieve *Customer Service Excellence* certification, an organisation/division/team:

- must not have any non-compliance scores;
- must have demonstrated compliance with 46 out 0f 57 elements in the Standard, within acceptable tolerances across the five criteria.

The maximum number of partial compliances allowed within each criterion is shown in the table below.

Criterion	1	2	3	4	5	Total
Number of elements in the criterion	11	11	12	13	10	57
Maximum number of partial compliances allowed	2	2	2	3	2	11

Section B

The scope of the assessment is to establish whether or not your organisation/division/team meets the requirements of the *Customer Service Excellence* Standard. Your report is based exclusively on factors which have been used to inform the assessor's recommendation about your certification to the scheme.

Section C

To maintain certification to the *Customer Service Excellence* Standard, your assessor is required to undertake annual review visits following your initial certification. The first review visit should be approximately 12-months after your initial certification.

The main focus for review visits will be to ensure that you remain compliant with the *Customer Service Excellence* Standard, to discuss changes have occurred over the past year, and to explore your response to development points/partial compliances raised at the previous visit.

Prior to your first annual review visit, your assessor will send you an assessment plan which will cover the following activities:
- talking to customers, staff and other stakeholders to obtain views on changes to the service
- observing the service in action (if appropriate)
- checking the correct use of the CSE logo
- reviewing development points, Partial Compliances and Compliance Plus scores.

They may also ask you to submit documentation which they will review before the 'on-site' phase of the assessment but a formal document review only takes place at initial/recertification assessments.

At the end of your 12-month review visit, the assessor will agree a provisional date for your 24-month review visit.

Section D

Please see the above notes for what to expect for your 24-month review visit.

At the end of this visit, your assessor will look at provisional dates for your recertification assessment.