

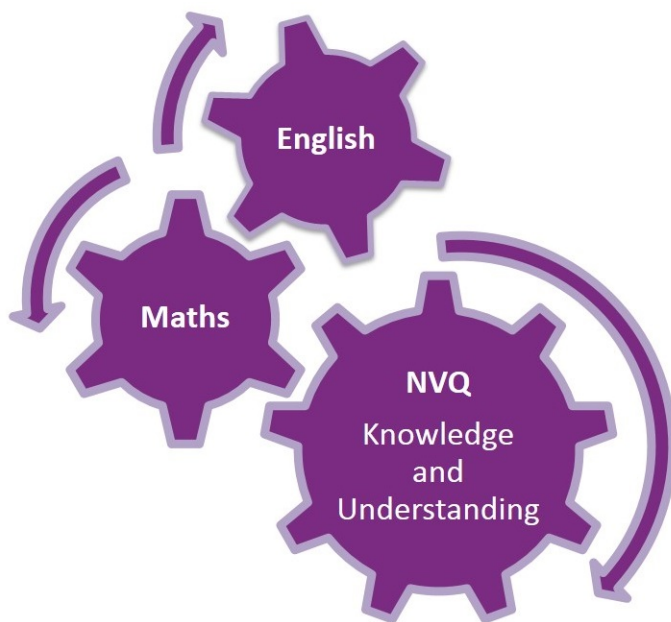
## Intermediate Apprenticeship

Suitable for both new and existing employees, this programme integrates a number of components and qualifications that are collectively designed to ensure you have the knowledge and understanding to meet the wide ranging needs of your customers. As well as ensuring you deliver the best possible customer service in a range of situations, through the Apprenticeship programme you will also enhance your team working skills, your understanding of your employer and your responsibilities to each other, and your maths and English skills.

The Customer Service Intermediate Apprenticeship is suitable for a wide variety of roles within industries as diverse as Retail, Financial Services and Security to Hospitality, Leisure, Public Services and Contact Centres. It has been developed for anyone who deals with customers, whether face-to-face, over the phone or by correspondence.

### What is included?

An Apprenticeship programme integrates a number of components and qualifications which together will ensure you have a comprehensive range of skills to excel in your job.



**Level 2 NVQ Diploma in Customer Service** - provides the knowledge and understanding to perform the role and assesses the competence of putting it into practice.

**Functional Skills in maths and English at Level 1 or Level 2** - ensures strong maths, reading and writing skills with good spoken communication.

### How is the Apprenticeship delivered?

You will have your own sector competent tutor to support you through each stage of your Apprenticeship. The tutor measures your performance against national standards, and provides regular feedback and support. Assessment is achieved through a mixture of workbooks, tests and a portfolio of work-based evidence demonstrating your competence in each area. The apprenticeship programme is designed around you and delivered at a pace to suit. The minimum anticipated duration of an apprenticeship programme is 12 months.



### Where does the delivery of the qualification and assessment take place?

The apprenticeship programme is delivered in your workplace and fits in with, and around, everyday work demands and responsibilities. There is no day-release or College attendance necessary.

### What are the responsibilities of your employer?

Over and above its normal commitments and obligations to you, your employer will provide a safe learning environment, provide ongoing support and assistance, access for our tutor to meet with you during work time and a suitable room for training delivery and undertaking tests.

## What makes up the Customer Service Apprenticeship programme?

The programme is made up of 3 qualifications each of which must be successfully completed.

### Level 2 NVQ Diploma in Customer Service

The Level 2 NVQ Diploma provides the knowledge and understanding to perform the role and assesses the competence of putting it into practice. To achieve this qualification, you will need to complete a minimum of 45 credits by combining the units from the 4 groups below:

1. 19 credits from Group A – Mandatory Units
2. a minimum of 3 credits from Group B – Optional Units
3. a minimum of 16 credits from Group C – Optional Units
4. a maximum of 7 credits from Group D – Mandatory and Optional Units

| Group A - Mandatory Units                             | Credit | Level | Group B – Optional Units                                       | Credit | Level |
|---|--------|-------|--|--------|-------|
| Deliver customer service                              | 5      | 2     | Communicate verbally with customers                            | 3      | 2     |
| Understand customers                                  | 2      | 2     | Communicate with customers in writing                          | 3      | 2     |
| Principles of customer service                        | 4      | 2     | <b>Group C – Optional Units</b>                                |        |       |
| Understand employer organisations                     | 4      | 2     | Deal with incoming telephone calls from customers              | 3      | 2     |
| Manage personal performance and development           | 4      | 2     | Make telephone calls to customers                              | 3      | 2     |
| <b>Group D – Optional Units</b>                       |        |       | Promote additional products and/or services to customers       | 2      | 2     |
| Health and safety procedures in the workplace         | 2      | 2     | Process information about customers                            | 3      | 2     |
| Manage diary systems                                  | 2      | 2     | Exceed customer expectations                                   | 3      | 2     |
| Provide reception services                            | 3      | 2     | Deliver customer service whilst working on customer's premises | 4      | 2     |
| Contribute to the organisation of an event            | 3      | 2     | Carry out customer service handovers                           | 3      | 2     |
| Buddy a colleague to develop their skills             | 3      | 2     | Resolve customer service problems                              | 5      | 2     |
| Bespoke Software                                      | 3      | 2     | Deliver customer service to challenging customers              | 3      | 2     |
| Develop working relationships with colleagues         | 3      | 2     | Develop customer relationships                                 | 3      | 2     |
| Principles of equality and diversity in the workplace | 2      | 2     | Support customer service improvements                          | 3      | 2     |
| Processing sales orders                               | 2      | 2     | Support customers through real-time online customer service    | 3      | 2     |
| Meeting customers' after sales needs                  | 3      | 2     | Support customers using self-service equipment                 | 3      | 2     |
| Handling objections and closing sales                 | 3      | 2     | Use social media to deliver customer service                   | 3      | 2     |
| Deal with incidents through a contact centre          | 7      | 2     | Provide post-transaction customer service                      | 5      | 2     |
| Carry out direct sales activities in a contact centre | 5      | 2     | Resolve customers' complaints                                  | 4      | 3     |
| Negotiate in a business environment                   | 4      | 3     | Gather, analyse and interpret customer feedback                | 5      | 3     |
| <b>Group D – Mandatory Unit</b>                       |        |       |  |        |       |
| Employee rights and responsibilities                  | 2      | 2     |  |        |       |

### Functional Skills

As part of the programme you will achieve qualifications in English and maths at Level 1 or Level 2. You will need to achieve at least a Level 1 qualification in both subject areas. You may not need to undertake one or both of the functional skill qualifications if you already hold a relevant qualification to the same or higher level.