

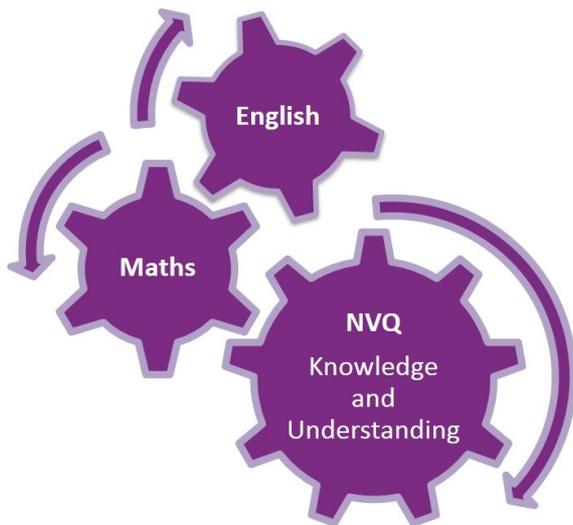
Advanced Apprenticeship

In an increasingly service led economy, the delivery of a quality customer service experience is of the upmost importance if a business is to thrive. With ever higher customer expectations and limitless choice, growing and maintaining customer loyalty is paramount and a crucial way to differentiate from the competition. Our views of an organisation are shaped by all of our dealings with it, from the person with whom we have our first contact through to the conclusion of our interaction.

As an apprentice enrolling on the Customer Service Advanced Apprenticeship, you will already be competent in the delivery of good customer service. You may already be working at a higher level with additional duties to perform, be they specific tasks of business importance, managing key client relationships, looking after or supporting a wider team or influencing internal processes in your continued drive to surpass customer expectations. Either way, this qualification seeks to build on your existing competence and make you better at your job and even more valuable to your employer.

What is included?

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



Level 3 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 2

As part of the programme you will achieve qualifications in English and Maths at Level 2. 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.

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 3 NVQ Diploma in Customer Service

The Level 3 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 55 credits by combining the units from the 3 groups below:

1. **31 credits** from **Mandatory Group A**
2. a **minimum of 15 credits** from Optional Group B
3. a **maximum of 9 credits** from Optional and Mandatory Group C

A **minimum of 40 credits** must be achieved through the completion of units at Level 3 and above.

The Mandatory Group C unit will not need to be undertaken if you have previously completed this unit as part of another qualification.

Group A – Mandatory	Credit	Level	Group B – Optional	Credit	Level
Organise and deliver customer service	5	3	Develop resources to support consistency of customer service delivery	5	3
Understand the customer service environment	5	3	Use service partnerships to deliver customer service	3	3
Understand customers and customer retention	4	3	Resolve customers' complaints	4	3
Resolve customers' problems	4	3	Gather, analyse and interpret customer feedback	5	3
Principles of business	10	3	Monitor the quality of customer service interactions	5	3
Manage personal and professional development	3	3	Communicate verbally with customers	3	2
Group C - Optional			Communicate with customers in writing	3	2
Negotiate in a business environment	4	3	Promote additional products and/or services to customers	2	2
Promote equality, diversity and inclusion in the workplace	3	3	Deliver customer service whilst working on customer's premises	4	2
Manage team performance	4	3	Exceed customer expectations	3	2
Manage individuals' performance	4	3	Deliver customer service to challenging customers	3	2
Collaborate with other departments	3	3	Develop customer relationships	3	2
Negotiating, handling objections and closing sales	4	3	Support customer service improvements	3	2
Obtaining and analysing sales-related information	4	3	Support customers through real-time online customer service	3	2
Buyer behaviours in sales situations	3	3	Support customers using self-service equipment	3	2
Manage incidents referred to a contact centre	6	3	Use social media to deliver customer service	3	2
Lead direct sales activities in a contact centre team	4	3	Provide post transaction customer service	5	2
Manage diary systems	2	2	Champion customer service	4	4
Contribute to the organisation of an event	3	2	Build and maintain effective customer relations	6	4
Provide reception services	3	2	Manage a customer service award programme	4	4
Buddy a colleague to develop their skills	3	2	Manage the use of technology to improve customer service	4	4
Processing sales orders	2	2	Develop a social media strategy for customer service	5	4
Bespoke Software	4	3			
Group C - Mandatory					
Employee rights and responsibilities	2	2			

Functional Skills

As part of the programme you will achieve qualifications in English and maths at Level 2. 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.