

Apprenticeship in Contact Centre Operations

This is the nationally recognised learning framework for call centre and contact centre agents.

The programme develops and recognises a broad range of customer contact and communication skills – providing a foundation for personal development and career progression.

Learners complete a ‘framework’ of individual qualifications in order to achieve their Apprenticeship.

- Programme duration: 52 weeks
- Vocational Skills are assessed through observation, written worksheets, workplace evidence and workbooks
- Functional Skills are assessed through either paper-based or on-screen tests
- Apprentices are supported with a range of flexible learning resources and in-company workshops

Framework element	Duration
Functional Skills in English and Mathematics Level 1*	Week 1–12
Level 2 NVQ Certificate in Contact Centre Operations	Week 13–52
Level 2 Certificate in Contact Centre Operations	Week 13–52
Personal Learning and Thinking Skills	Week 13–52

**Learners will be exempt from the equivalent Functional Skills qualification if they have achieved:*

GCSE in Maths or English (with enhanced functional content) at grade E or above at any time prior to starting the Apprenticeship

GCSE grade B/C or A-Level or AS-Level grade B/C/D/E in Maths or English before September 2012 and within 5 years of starting the Apprenticeship

GCSE grade A or A or A-Level or AS-Level grade A in Maths or English at any time prior to starting the Apprenticeship.*

Highlights

- Develops essential workplace skills
- Structured onsite induction session for all learners
- Full support materials provided
- Assessed in the workplace by experienced assessors
- 90–120 minutes per week study & preparation time
- Must have employed status – at least 30 hours per week
- Funding available through the Skills Funding Agency – *subject to individual eligibility*

Progression

Successful learners may progress to an Advanced Apprenticeship on completion of the programme.

NVQ Certificate

in Contact Centre Operations

The Contact Centre Operations NVQ is for call centre and contact centre agents. It provides certification for a broad range of customer service and contact centre skills.

The qualification is based on recognised occupational standards and is jointly certificated by Best Practice and Edexcel – the leading Awarding Organisation for vocational qualifications.

- Course duration: 3 – 6 months
- Assessed through observation, discussion, testimony and written worksheets
- Supported by e.learning and optional in-company workshops

For full achievement, learners must achieve a total of 28 credits. Learners must complete *two* mandatory units, and at least 22 credits from *optional units*. At least 12 credits must be achieved from Group B.

Level 2

Mandatory units (6 credits)
■ Improve personal effectiveness at work in a contact centre (4)
■ Comply with health and safety procedures in a contact centre (2)
Group B – Optional units (at least 12 credits)
■ Use systems and technology during customer contact in a contact centre (4)
■ Deliver customer service through a contact centre (5)
■ Carry out direct sales activities in a contact centre (5)
■ Communicate information to customers in different but familiar contexts (4)
■ Provide support through a contact centre for specified products or services (4)
■ Deal with incidents through a contact centre (7)
Group C – Optional units
■ Handling objections and closing sales (3)
■ Selling by telephone (in-bound) (4)
■ Selling by telephone (out-bound) (4)
■ Deal with incoming telephone calls from customers (5)
■ Resolve customer service problems (6)
■ Process information about customers (5)
■ Give customers a positive impression of yourself and your organisation (5)
■ Support customers using on-line customer services (5)

Highlights

- Based on recognised occupational standards
- 60 – 90 minutes per week study & preparation time
- Assessed in the workplace by experienced assessors

Progression

Successful learners may progress to Level 3 NVQ Diploma in Contact Centre Operations.