

Advanced Apprenticeship in Customer Service

This is the nationally recognised learning framework for experienced personnel working in a customer service role.

The programme develops and recognises a broad range of customer service and communication skills – helping learners excel and 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, on-screen tests and an optional work-based project
- Functional Skills are assessed through either paper-based or on-screen tests
- Apprentices are supported with a range of flexible learning resources and workshops

Framework element	Duration
Functional Skills in English and Mathematics Level 2*	Week 1–12
BTEC Level 3 Diploma in Customer Service	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 C 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 advanced customer service, business and communication 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 appropriate Level 4 qualification on completion.

BTEC Diploma in Customer Service

The BTEC Level 3 Diploma in Customer Service is for experienced service providers who are responsible for service delivery and service quality. It is based on recognised occupational standards and is jointly certificated by Best Practice and Pearson – the leading Awarding Organisation for vocational qualifications.

- Course duration: 9 – 12 months
- Assessed through observation, written worksheets, workplace evidence, onscreen tests and an optional work-based project
- Supported by e.learning and optional in-company workshops

Learners must achieve a total of 55 credits: 31 credits from mandatory units and at least 24 credits from optional units. At least 15 credits from Group B and no more than 9 credits from Group C. No more than 15 credits from Group B level 2 units.

* These units are assessed through onscreen tests. Credit values are shown below in brackets.

Level 3

Mandatory units – Group A	
■	Organise and deliver customer service (5)
■	Understand the customer service environment (5) *
■	Understand customers and customer retention (4) *
■	Resolve customers' problems (4)
■	Principles of business (10) *
■	Manage personal and professional development (3)
Optional units – Group B	
■	Develop resources to support consistency of customer service delivery (5)
■	Use service partnerships to deliver customer service (3)
■	Resolve customers' complaints (4)
■	Gather, analyse and interpret customer feedback (5)
■	Monitor the quality of customer service interactions (5)
Optional units – Group B (Level 2 units)	
■	Communicate verbally with customers (3)
■	Communicate with customers in writing (3)
■	Promote additional products and/or services to customers (2)
■	Exceed customer expectations (3)
■	Deliver customer service whilst working on customer premises (4)
■	Develop customer relationships (3)
■	Support customers through real-time online customer service (3)
■	Support customer service improvements (3)
■	Use social media to deliver customer service (3)
Optional units – Group C	
■	Manage team performance (4)
■	Manage individuals' performance (4)
■	Employee rights and responsibilities (2)

Highlights

- 60 – 90 minutes per week study & preparation time
- Assessed in the workplace by experienced assessors