

Apprenticeship in Customer Service

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

The programme develops and recognises a broad range of customer service 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 on-screen tests
- 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 1*	Week 1–12
BTEC Level 2 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 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 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 Advanced Apprenticeship on completion of the programme.

BTEC Diploma in Customer Service

This BTEC Diploma in Customer Service is for frontline service providers who wish to develop their skills and achieve accreditation for delivering a high quality of service to their customers.

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 and onscreen tests
- Supported by e.learning and optional in-company workshops

Learners must achieve a total of 45 credits: 19 credits from mandatory units and at least 26 credits from optional units. At least 3 credits from Group B and at least 16 credits from Group C. No more than 7 credits from Group D.

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

Level 2

Mandatory units – Group A
■ Deliver customer service (5)
■ Understand customers (2) *
■ Principles of customer service (4) *
■ Understand employer organisations (4) *
■ Manage personal performance and development (4)
Optional units – Group B
■ Communicate verbally with customers (3)
■ Communicate with customers in writing (3)
Optional units – Group C
■ Deal with incoming telephone calls from customers (3)
■ Make telephone calls to customers (3)
■ Promote additional products and/or services to customers (2)
■ Process information about customers (3)
■ Exceed customer expectations (3)
■ Deliver customer service whilst working on customer premises (4)
■ Resolve customer service problems (5)
■ Develop customer relationships (3)
■ Support customers through real-time online customer service (3)
■ Use social media to deliver customer service (3)
Optional units – Group D
■ Provide reception services (3)
■ Buddy a colleague to develop their skills (3)
■ Employee rights and responsibilities (2)
■ Processing sales orders (2)

Highlights

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