

# Advanced Apprenticeship in Customer Service

As a Customer Service apprentice, you will primarily deal with and assisting customers. Duties will vary between sectors, but in most cases you'll be making sure that customers are dealt with in a positive, reliable and pleasant way. Specific tasks may include offering advice, answering questions or handling complaints.

For an advanced apprentice these skills may involve communicating with customers face-to-face, in writing or by telephone. Other skills may include building relationships with customers, resolving problems, promoting

products and/or services by using appropriate communication channels, keeping records, improving customer relations, gathering and analysing customer feedback and leading a team.

## Job Roles

Customer Relationship Manager • Co-ordinator • Team Leader

<p><b>Qualifications</b></p>	<p><b>The Advanced Apprenticeship programme consists of two elements:</b></p> <ul style="list-style-type: none"> <li>• Level 3 Diploma in Customer Service</li> <li>• Functional Skills</li> </ul> <p>The Qualifications and Credit Framework (QCF) is the new framework for recognising accredited qualification in England, Wales and Northern Ireland. It is a flexible credit-based qualifications framework that enables qualifications to be tailored to meet individual requirements.</p> <p>On completion of the two elements above you will be accredited with an Advanced Apprenticeship Certificate.</p>
------------------------------	---

<p><b>Units covered</b></p>	<p><b>Level 3 Diploma in Customer Service</b></p> <p>Throughout your Apprenticeship you will cover the following:</p> <p>You will need to achieve a minimum value of 55 credits, as follows:</p> <ul style="list-style-type: none"> <li>• 6 mandatory units</li> <li>• A minimum of 15 credits from Optional Group B</li> <li>• A maximum of 9 credits from Optional Group C</li> </ul> <p><b>Learners must complete 6 mandatory units:</b></p> <ul style="list-style-type: none"> <li>• Organise and deliver customer service (5 credits)</li> <li>• Understand the customer service environment (5 credits)</li> <li>• Understand customers and customer retention (4 credits)</li> <li>• Resolve customers' problems (4 credits)</li> <li>• Principles of business (10 credits)</li> <li>• Manage personal and professional development (3 credits)</li> </ul>
	<p><b>Learners must then achieve a minimum of 24 credits.</b></p> <p><b>A Minimum of 15 Credits from Optional Group B Units:</b></p> <ul style="list-style-type: none"> <li>• Develop resources to support consistency of customer service delivery (5 Credits)</li> <li>• Use service partnerships to deliver customer service (3 Credits)</li> <li>• Resolve customers' complaints (4 Credits)</li> <li>• Gather, analyse and interpret customer feedback (5 Credits)</li> <li>• Monitor the quality of customer service interactions (5 Credits)</li> <li>• Communicate verbally with customers (3 Credits)</li> <li>• Communicate with customers in writing (3 Credits)</li> <li>• Promote additional products and/or services to customers (2 Credits)</li> <li>• Exceed customer expectations (3 Credits)</li> <li>• Deliver customer service whilst working on customer's premises (4 Credits)</li> <li>• Deliver customer service to challenging customers (3 Credits)</li> <li>• Develop customer relationships (3 Credits)</li> <li>• Support customer service improvements (3 Credits)</li> <li>• Support customers through real-time online customer service (3 Credits)</li> <li>• Support customers using self-service equipment (3 Credits)</li> <li>• Use social media to deliver customer service (3 Credits)</li> <li>• Provide post transaction customer service (5 Credits)</li> <li>• Champion customer service (4 Credits)</li> <li>• Build and maintain effective customer relations (6 Credits)</li> <li>• Manage a customer service award programme (4 Credits)</li> <li>• Manage the use of technology to improve customer service (4 Credits)</li> <li>• Develop a social media strategy for customer service (5 Credits)</li> </ul>

<b>Units covered continued</b>	<p><b>A maximum of 9 Credits from Optional Group C Units:</b></p> <ul style="list-style-type: none"> <li>• Negotiate in a business environment (4 Credits)</li> <li>• Promote equality, diversity and inclusion in the workplace (3 Credits)</li> <li>• Manage team performance (4 Credits)</li> <li>• Manage individuals' performance (4 Credits)</li> <li>• Collaborate with other departments (3 Credits)</li> <li>• Negotiating, handling objections and closing sales (4 Credits)</li> <li>• Obtaining and analysing sales related information (4 Credits)</li> <li>• Buyer behaviours in sales situations (3 Credits)</li> <li>• Manage incidents referred to a contact centre (6 Credits)</li> <li>• Lead direct sales activities in a contact centre team (4 Credits)</li> <li>• Manage diary systems (2 Credits)</li> <li>• Contribute to the organisation of an event (3 Credits)</li> <li>• Provide reception services (3 Credits)</li> <li>• Buddy a colleague to develop their skills (3 Credits)</li> <li>• Employee rights and responsibilities (2 Credits)</li> <li>• Processing sales orders (2 Credits)</li> <li>• Bespoke Software (4 Credits)</li> </ul>
<b>Functional Skills Maths Level 2</b>  <b>Functional Skills English 2</b>	<p>If you do not hold the relevant GCSE grades in Maths and English, you will complete a total of two functional skills which will be assessed in the workplace and you may be required to take an exam depending on your current qualifications in:</p> <ul style="list-style-type: none"> <li>• English Level 2</li> <li>• Maths Level 2</li> </ul> <p>Practical assessment &amp; External Computer Based Exam</p>
<b>Additional Elements</b>	<p>You will also achieve Personal Learning and Thinking skills which will be embedded into the qualifications above.</p> <p>Every employee is required to have an understanding of their rights and responsibilities.</p>
<b>Entry requirements</b>	<p>Previous experience is required and applicants must enjoy working in an administration environment and be able to demonstrate the potential for developing good organisational skills.</p> <p>Employed in a related job role for at least 30 hours/week.</p>
<b>Who is it for?</b>	<p>Anyone working in a customer facing position who wants to achieve a recognised qualification to develop their skills or gain recognition for their workplace achievements.</p>
<b>Cost</b>	<p><b>Aged 16-18</b></p> <p>Fully funded</p> <p><b>Aged 19 and over</b></p> <p>Buckinghamshire Adult Learning require employers to make a contribution towards the cost for all learners aged 19 years and over, embarking on an Apprenticeship or Advanced Apprenticeship programme. For more information please contact us on 01296 383470.</p>
<b>Duration</b>	<p>12- 15 months</p>
<b>Start date</b>	<p>Available throughout the year</p>
<b>Assessment Method</b>	<ul style="list-style-type: none"> <li>• Work Based Evidence</li> <li>• Multiple choice exam and assessment</li> </ul>

<b>Personal Qualities</b>	<ul style="list-style-type: none"><li>• Ability to work on their own between sessions to practice and complete homework and exam questions</li><li>• To be able to work under exam conditions</li><li>• Attention to detail and methodical approach</li></ul>
<b>Further progression</b>	<p>Your Advanced Apprenticeship Qualification may enable you to progress to the following qualifications and you may be able to gain credit for the work you have already done.</p> <ul style="list-style-type: none"><li>• Advanced Apprenticeship: Administration/ Management</li><li>• Work Based Foundation Degree</li><li>• Professional Associate Membership of The Institute of Customer Services</li></ul>