



APPRENTICESHIP

Customer Service

Level 3

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Apprenticeship Framework

The aim of the Level 3 Customer Service apprenticeship is to develop the core skills and knowledge required to progress to a successful career in a customer facing industry. Providing skills in the delivery of customer service and the management of customer service, attracting and retaining customers, responding to customer feedback and improving the customer experience.

Who is this apprenticeship for?

This programme is suitable for those seeking a developing career in the fast-paced world of customer service, for those wishing to upskill themselves to take on a more responsible customer service role or, for customer service professionals who want an accredited qualification to affirm their existing experience in the field.

On completion apprentices will achieve the following:

- Level 3 BTEC Diploma in Customer Service
- Essential Skills Wales Level 2 in Communication
- Essential Skills Wales Level 2 in Application of Number



Benefits of the apprenticeship programme:

Accelerate Career Growth: Undertaking the Level 3 Customer Service apprenticeship will provide the essential skills and gain practical experience in delivery of customer service to ignite career development in a broad range of customer facing industries.

Industry-Recognised Certification: Upon successful completion of this programme, apprentices will earn an industry-recognised certification, providing them with a competitive edge in the job market. Employer's value the skills and expertise gained through this apprenticeship, opening doors to exciting opportunities.

Practical and Real-World Learning: Our programme emphasises practical, real-world learning. Apprentices will practice skills in the workplace collaborating with experienced colleagues and supported by ALS professionals who will guide the apprentice through every step of the process.

Tailored Curriculum: Throughout the programme, apprentices will immerse themselves in essential topics such as understanding business principles, analysing customer data and feedback, developing customer relationships and managing customer service teams.

Experienced and Knowledgeable Advisors: Throughout the apprenticeship, we will provide access to a network of experienced advisors who will provide guidance, coaching, support, and feedback.

Course Delivery

- Typical duration of 13 months.
- Induction session for apprentices and for their line managers.
- One to One tutor coaching and assessment support sessions*
- Supported by self-study online resources.
- 4 Essential skills assessment days. (2 Preparation days and 2 Live Task days) **
- 2 hour long essential skills confirmatory tests. **
- 3 Mandatory Units via online multiple-choice tests, 1 hour each under invigilation.

**Where an organisation has a number of apprentices undertaking the Level 3 Customer Service apprenticeship, one to one tutor coaching may be replaced with group workshops.*

***Essential Skills activities are not applicable to apprentices with exemptions.*



Level 3 BTEC Diploma in Customer Service

Course Delivery

This programme will primarily be delivered through 1-to-1 sessions with a member of the ALS delivery team, using a mixture of face-to-face and remote learning sessions. An ALS assessor will meet with the learner, either in the workplace or through digital means (for example, Microsoft Teams) once a month for approximately two hours to support progress.

Learners will also be set tasks to complete between each visit which are tailored to the different needs of each learner and the workplace activities they are involved with.

It is beneficial to have a camera for the Teams calls in order to complete 1-2-1 visits remotely and to be able to see the apprentice as they share product evidence on screen.

Qualification Structure Summary

The Level 3 BTEC Diploma in Customer Service consists of units totalling a minimum of 55 credits. 6 mandatory units, with a total of 31 credits plus a minimum of 24 optional credits.

Unit rules of combination:

- Mandatory Units (Learners must achieve all 6 units) – 31 credits.
- Optional units Group B – Minimum 15 credits.
- Optional Units Group C – Maximum 9 credits.

What you will learn

This programme is made up of a mixture of mandatory units (these have to be completed by all learners as part of the qualification) and optional units (we will work with you to decide what units are relevant to your role, and your business). Below is a brief overview of the units available.

Mandatory Units	
Unit Title	Level
Organise and Deliver Customer Service.	3
Understand the Customer Service Environment	3
Resolve Customers' Problems.	3
Principles of Business.	3
Understand Customers and Customer Retention.	3
Manage Personal and Professional Development.	3

Optional Units Group B (Minimum of 15 Credits)		
Unit Title	Level	Credits
Develop Resources to Support Consistency of Customer Service Delivery	3	5
Use Service Partnerships to Deliver Customer Service	3	3
Resolve Customers' Complaints	3	4
Gather, Analyse and Interpret Customer Feedback	3	5
Monitor the Quality of Customer Service Interactions	3	5
Communicate Verbally with Customers	2	3
Communicate with Customers in Writing	2	3
Promote Additional Products and/or Services to Customers	2	2
Exceed Customer Expectations	2	3
Deliver Customer Service Whilst Working on Customers' Premises	2	4
Deliver Customer Service to Challenging Customers	2	3
Develop Customer Relationships	2	3
Support Customer Service Improvements	2	3
Support Customers Through Real-time Online Customer Service	2	3
Use Social Media to Deliver Customer Service	2	3
Champion Customer Service	4	4
Build and Maintain Effective Customer Relations	4	6
Manage a Customer Service Award Programme	4	4

Manage the Use of Technology to Improve Customer Service	4	4
Support Customers Using Self-service Equipment	2	3
Provide Post-transaction Customer Service	2	5
Develop a Social Media Strategy for Customer Service	4	5

Optional Units Group C (Maximum of 9 Credits)

Unit Title	Level	Credits
Negotiate in a Business Environment	3	4
Promote Equality, Diversity and Inclusion in the Workplace	3	3
Manage Team Performance	3	4
Manage Individuals' Performance	3	4
Collaborate with Other Departments	3	3
Negotiating, Handling Objections and Closing Sales	3	4
Obtaining and Analysing Sales-related Information	3	4
Buyer Behaviour in Sales Situations	3	3
Manage Incidents Referred to a Contact Centre	3	6
Lead Direct Sales Activities in a Contact Centre Team	3	4
Manage Diary Systems	2	2
Contribute to the Organisation of an Event	2	3
Provide Reception Services	2	3
Buddy a Colleague to Develop their Skills	2	3
Employee Rights and Responsibilities	2	2
Processing Sales Orders	2	2
Bespoke Software	3	4

Have any questions about our Level 3 BTEC Diploma in Customer Service?

We are here to help. If you have any further questions or enquiries about the main qualification element of the programme, please contact at info@alstraining.org.uk

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Essential Skills Qualifications

When you agree to undertake an apprenticeship, you may be required to complete Essential Skills as part of your Apprenticeship framework.

Essential Skills Wales

The Essential Skills Wales (ESW) will be initially assessed via an online Wales Essential Skills Toolkit (WEST) Assessment. Where a Learner already holds an ESW certificate or equivalent qualification this can provide an exemption and learners will not need to complete that ESW element of the programme. Where a Learner is not exempt an Individual Learning Plan (ILP) will be generated from the initial assessment. The modules delivery will include independent learning via WEST, prior to guided learning sessions preparing the Learner for their assessment. ESWs are assessed via controlled tasks and confirmatory tests for Communication and Number, Digital Literacy is assessed via a controlled task and structured discussion.

Exemptions

If you already hold qualifications, these may be used as 'exemptions' towards your apprenticeship framework. As a result, you will be exempt from achieving that particular Essential Skill. All applications for exemption will be checked and confirmed at the start of your apprenticeship. This will be discussed with you before you sign up with and will be followed up by your assessor on your first visit.

Have any questions about Essential Skills?

We are here to help. If you have any further questions or enquiries about Essential Skills element of the programme, please contact info@alstraining.org.uk