



Apprenticeships and Advanced Apprenticeships in Customer Service - Employer's Guide

Length: 14 months (Apprenticeship)
18 months – 2 years (Advanced Apprenticeship)

How does the Apprenticeship and Advanced Apprenticeship Partnership work?

The customer service apprenticeship and advanced apprenticeship programmes offer young people the opportunity to obtain employment whilst working towards nationally recognised qualifications and gaining 'hands on' training and experience.

The apprentice will be employed by you whilst the cost of recruitment, NVQ training, assessment and monitoring is funded by South London Learning and Skills Council for 16 to 18 year olds. For anyone over 19, employers are required to make a contribution towards the costs.

The apprentice will need to be assigned a work place supervisor who will be responsible for managing the work-based training programme including ensuring the apprentice's responsibilities and duties are reviewed as his or her skills and abilities are developed. The supervisor will also act as the young person's mentor helping him or her to grow and progress within the company.

Apprentices are assigned a customer service assessor (supplied by Richmond upon Thames College) to support them with building the NVQ portfolio. She/he will also be responsible for work place assessment visits (approximately once a month).

During the apprentice's training and development, an employer engagement advisor, based at Richmond upon Thames College, will support them. She/he will monitor their performance and progress throughout the training period, providing a link between the apprentices, college trainer, assessor and work place supervisor.

What are the benefits for the employer?

- The partnership is a means of attracting high quality and motivated young people into your organisation.
- It removes some of the hassle and expense of recruitment. We can advertise, screen and select suitable young employees for your company.
- You will have skilled and committed apprentices who are working towards nationally recognised qualifications.
- It provides a training programme for apprentices that will be tailored to meet the needs of your industry and your particular organisation.
- The training will be standardised to improve staff morale, enthusiasm and commitment.
- You will benefit from a partnership with Richmond upon Thames College that will ensure the young apprentice is monitored, encouraged and supported by his/her college employer engagement advisor.

What is the employer commitment?

- To employ the apprentice with a starting salary according to age and experience. The salary should then be reviewed as they progress and gain experience. Some apprentices will be entitled to the minimum wage (depending on their age and length of apprenticeship). The employer engagement advisor will explain this to you.
- To release the apprentice for a minimum of 2 days per month to attend college.
- To work with the assessor and employer engagement advisor to ensure the apprentice is given every opportunity to complete his/her work-based assessment and achieve his/her NVQ.

Course content

The apprentice will be expected to provide a portfolio of evidence showing that he/she has completed the following units.

Apprenticeship

Mandatory units:

- Prepare yourself to deliver good customer service
- Provide customer service within the rules

Optional units:

5 units to be chosen from a choice of 17, which cover the following 4 themes:

- Impression and image
- Delivery
- Handling problems
- Development and improvement

Advanced Apprenticeship

Mandatory units:

- Understand customer service to improve delivery
- Know the rules to follow when developing customer service

Optional units:

6 units to be chosen from a choice of 18, which cover the following 4 themes:

- Impression and image
- Delivery
- Handling problems
- Development and improvement

In college

- Key Skills classes in:
 - Application of Number - Level 1 (Apprenticeship) Level 2 (Advanced)
 - Communication - Level 1 (Apprenticeship) Level 2 (Advanced)
 - Customer Service Workshops
- Technical Certificate
- Help and advice on portfolio building

For further information please telephone our Employer Engagement Office on 020 8607 8171.

It may sometimes be necessary to modify the information in this leaflet. 12.08

This PDF can also be provided as a leaflet (large print or audio cassette also available).

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