

# Advanced Apprenticeships: Customer Service

## Course Overview

The expectations of customers, both business and consumer, are increasing – but is your customer service performance coping with the higher demands? Are your staff effective in their contact with customers?

Delegates on this course develop a range of skills from developing and maintaining positive working relationships with customers, legal issues affecting relationships with customers through to monitoring and solving problems.

## Course Content

There are four components to this apprenticeship, providing the Learner with a broad knowledge in Customer Service:

- NVQ L3 Customer Service
- Technical Certificate L3 in Customer Service
- Key Skills: L2 Communication
- Key Skills: L2 Application of Number

On achieving the qualification, learners will have a deeper understanding and demonstrate competence in the key areas of:

- Managing the delivery of effective customer service
- Building positive relationships with key customers
- The main principles of key legislation and how this affects customer service roles
- Dealing with difficult customers and developing performance
- Understand how an organisation's reputation can be enhanced
- Understand how customer service affects an organisation's success

## How we deliver this course

To enable an effective apprenticeship programme to be designed, we initially work with your training or HR team to arrange a needs analysis, which will lead us to developing learning plans for every individual participant. Existing skills levels are taken into account, and mapped against organisational objectives.

Our expert assessors will visit employees in their workplace without disrupting work, to observe their performance and guide, support and coach them throughout the apprenticeship.

During the NVQ training, we will use scenarios and case studies based on your own organisation, and we'll make sure our staff get to know you well. Assessment is through a number of means including: direct observation by the Assessor, personal statements by the Learner about their work and testimonies by their manager/colleagues about their work and capabilities.

The Technical Certificate is delivered in a workshop style over 3 days, supported by individual workbooks. Assessment is through reflective reviews and a work-based assignment.

Key skills are delivered by portfolio compilation, consisting of a number of projects/assignments. There is also a supervised test.

The apprenticeship will require a commitment of one to two days a month by both the employee and the employer, for up to a year.



“The quality of training delivery is high and with an engaging approach, Mitre’s staff are professional, friendly, approachable and committed to high standards of customer service.”

Carly Brown, HR and People Development Manager, Derby County Football Club

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