

Apprenticeships: Customer Service

Course Overview

This apprenticeship is designed for individuals in customer-facing roles. Often, these individuals may be relatively junior in your organisation, but they interface directly with your key clients. It is a training programme that is relevant in any sector, providing a range of skills related to providing great Customer Care.

Our programme will equip your employees with the core competences needed in today's competitive markets.

Course Content

There are four components to this apprenticeship, providing the Learner with broad knowledge and skills in customer service:

- NVQ L2 Customer Care
- L2 Technical Certificate in Customer Service
- Key Skills: L2 Communication
- Key Skills: L1 Application of Number

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

- How to meet and greet customers
- How to deal with complaints
- How to communicate with customers on the telephone
- Working within the current legislation
- Using great customer service to increase sales

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.



“Mitre have shown us how to put the ball in the back of the net. It's the attention to detail that's made all the difference and customers are already seeing the improvements at City of Manchester Stadium.”

Ruth Woods, Lindley Group's Personnel and Recruitment Manager at Manchester City.

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