



FOUNDATION APPRENTICESHIP

# Customer Service

Level 2

# 2

# 1

# Apprenticeship Framework

The Foundation Apprenticeship in Customer Service is ideal for those whose primary role is providing customer service or involves some customer service as a supplementary role. The qualification provides for a broad range of customer service pathways through the wide selection of units of study.

## Who is this apprenticeship for?

This programme is suitable for those seeking to start a career in the fast-paced world of customer service 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 2 BTEC Diploma in Customer Service
- Level 1 Essential Skills Communication
- Level 1 Essential Skills Application of Number



## Benefits of the apprenticeship programme:

**Accelerate Career Growth:** Completing a Level 2 customer service apprenticeship can open doors to entry-level positions in a wide range of industries, including retail, hospitality, call centres, and more. It serves as a stepping stone for further career advancement and specialisation within the customer service field.

**Industry-Recognised Certification:** Upon successful completion of this programme, apprentices will earn a prestigious industry-recognised certification, providing them with a competitive edge in the job market. Employers 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 a classroom environment and be able to apply the teaching within the workplace, collaborating with experienced colleagues who will guide the apprentice through every step of the process.

**Tailored Curriculum:** Our comprehensive curriculum is crafted to align with the dynamic needs of the business administration field. Throughout the programme, apprentices will explore fundamental topics essential to effective customer service including understanding the customer's needs, offering products and services, communicating with customers effectively, resolving customer service issues.

**Experienced and Knowledgeable Advisors:** Throughout the apprenticeship, we will provide access to a network of experienced advisors who will provide guidance, support, and feedback. Learn from industry experts with a wealth of knowledge and experience.

## Course Delivery

- Typical duration of 14 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.
- 3 Mandatory Units via online multiple-choice tests, 1 hour each under invigilation.
- 4 Essential skills assessment days. (2 Preparation Day and 2 Live Task Day) \*\*
- 2 hour long essential skills confirmatory tests. \*\*

*\*Where an organisation has a number of apprentices undertaking the Level 2 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 2 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.

## Qualification Structure Summary

The Level 2 BTEC Diploma in Customer Service consists of 45 credits with 5 mandatory units with a total of 19 credits plus a minimum of 26 optional credits.

Unit rules of combination.

- Mandatory Units (Learners must achieve all 5 units) – 19 credits.
- Optional B units – minimum 3 credits.
- Optional C units – minimum 16 credits
- Optional D units – minimum 7 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). A brief overview of these units is below.

### Mandatory Units

Unit Title	Level
Deliver customer service.	2
Understand customers.	2
Principles of customer service.	2
Understand employer organisations.	2
Manage personal performance and development.	2

### Optional Units Group B (minimum 3 credits)

Unit Title	Level	Credit
Communicate verbally with customers.	2	3
Communicate with customers in writing.	2	3

### Optional units C (minimum 16 credits)

Unit Title	Level	Credit
Deal with incoming telephone calls from customers.	2	3
Make telephone calls to customers.	2	3
Promote additional products and/or services to customers.	2	2
Process information about customers.	2	3
Exceed customer expectations.	2	3
Deliver customer service whilst working on customers' premises.	2	4
Carry out customer service handovers.	2	3
Resolve customer service problems.	2	5

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
Resolve customers' complaints.	3	4
Gather, analyse and interpret customer feedback.	3	5
Support customers using self-service equipment.	2	3
Provide post-transaction customer service.	2	5

### Optional units D (minimum 7 credits)

Unit Title	Level	Credit
Health and Safety Procedures in the workplace.	2	2
Manage diary systems.	2	2
Provide reception services.	2	3
Contribute to the organisation of an event.	2	3
Buddy a colleague to develop their skills.	2	3
Employee rights and responsibilities.	2	2
Develop working relationships with colleagues.	2	3
Principles of equality and diversity in the workplace.	2	2
Processing sales orders.	2	2
Meeting customers' after sales needs.	2	3
Handling objections and closing sales.	2	3
Deal with incidents through a contact centre.	2	7
Carry out direct sales activities in a contact centre.	2	5
Negotiate in a business environment.	2	4
Bespoke Software.	2	3

## Have any questions about our Level 2 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](mailto:info@alstraining.org.uk)



# 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 at 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](mailto:info@alstraining.org.uk)