



FOUNDATION APPRENTICESHIP

Contact Centre Operations

Level 2

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Apprenticeship Framework

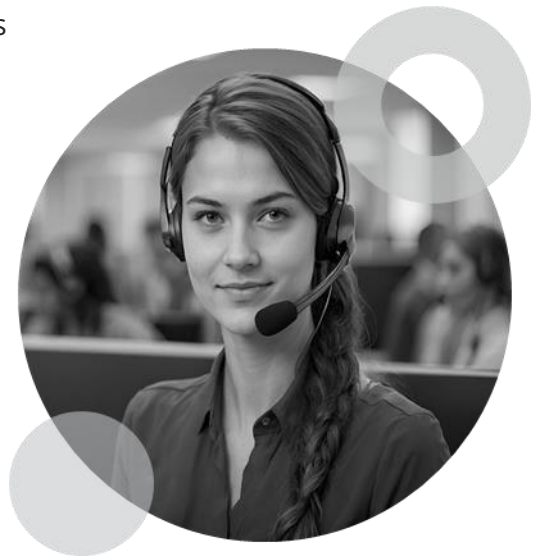
The Foundation Apprenticeship in Contact Centre Operations provides an ideal platform to begin a career in the fast-paced call centre world. Providing the technical and customer service skills to make an effective contribution to the customer experience in their organisation, the qualification provides for a broad range of customer service, sales and technical 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 contact centre operations or, for contact centre professionals who want an accredited qualification to affirm their existing experience in the field.

On completion apprentices will achieve the following:

- Level 2 NVQ Certificate in Contact Centre Operations
- Level 2 Certificate in Contact Centre Operations
- Level 1 Essential Skills Communication
- Level 1 Essential Skills Application of Number



Benefits of the apprenticeship programme:

Accelerate Career Growth: Completing a Level 2 contact centre operations apprenticeship can open doors to entry-level positions in a wide range of industries that rely on effective remote customer contact interactions. It serves as a stepping stone for further career advancement and specialisation within the contact centre industry.

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. 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 collaborate with experienced colleagues and expert ALS advisors who will guide the apprentice through every step of their apprenticeship journey.

Tailored Curriculum: Our comprehensive curriculum is crafted to align with the dynamic needs of the customer contact field. Throughout the programme, apprentices will explore fundamental topics essential to effective contact centre operations including effective communication, use of technology, customer service, personal effectiveness and teamwork.

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 18 months.
- Induction session for apprentices and for their line managers.
- One to One tutor coaching and assessment support sessions
- 4 Essential skills assessment days. (2 Preparation Day and 2 Live Task Day) **
- 2 hour long essential skills confirmatory tests. **

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



Level 2 NVQ Certificate in Contact Centre Operations

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 NVQ Certificate in Contact Centre Operations consists of 28 credits with 2 mandatory units with a total of 6 credits plus a minimum of 22 optional credits. (at least 15 credits must be at level 2)

Unit rules of combination.

- Mandatory Units (Learners must achieve both units) – 6 credits.
- Optional group B units – minimum 12 credits.
- Optional group B or C units – remaining 10 credits
- Group C includes restrictions on unit selections that must be adhered to.
- The same unit may not be selected at multiple levels (e.g. Level 1 Using Email and Level 2 Using Email)

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
Comply with health and safety procedures in a contact centre	1
Improve personal effectiveness at work in a contact centre	2

Optional Units Group B (minimum 3 credits)

Unit Title	Level	Credit
Use systems and technology during customer contact in a contact centre	2	4
Deliver customer service through a contact centre	2	5
Carry out direct sales activities in a contact centre	2	5
Communicate information to customers in different but familiar contexts through a contact centre	2	4
Provide support through a contact centre for specified products and/or services	2	4
Deal with incidents through a contact centre	2	7
Support customers and colleagues when providing contact centre services	3	5

Optional units C (remaining 10 credits can be taken from group B or group C as long as requirements are met)

Unit Title	Level	Credit
Word processing software	1	3
Give customers a positive impression of yourself and your organisation	2	5
Promote additional services or products to customers	2	6
Process information about customers	2	5
Deal with incoming telephone calls from customers	2	5
Deal with customers using bespoke software	2	5
Maintain customer service through effective hand over	2	4
Resolve customer service problems	2	6
Deliver customer service to difficult customers	2	6
Support customers using on-line customer services	2	5
Buddy a colleague to develop their customer service skills	2	5
Develop your own customer service skills through self-study	2	6
Follow the rules to deliver customer service	2	4
Bespoke Software	2	3
Time planning in sales	2	2
Selling by telephone (in-bound)	2	4
Selling by telephone (out-bound)	2	4
Inputting and accessing sales or marketing data in information systems	2	2
Handling objections and closing sales	2	3
Work with others to improve customer service	3	8
Process customer service complaints	3	6
Develop working relationships with colleagues	3	3

Restricted Group C units (maximum of 2 units from this group)

Unit Title	Level	Credit
Using Email	1	2
Using the internet	1	3
Using Collaborative Technologies	1	3
IT Communications Fundamentals	1	2
Using Email	2	3
Using the Internet	2	4
Using Collaborative Technologies	2	4
IT Communication Fundamentals	2	2

Have any questions about our Level 2 NVQ Certificate in Contact Centre Operations?

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



Level 2 Certificate in Contact Centre Operations

Course Delivery

This element of the course will be delivered alongside the NVQ Certificate in Contact Centre Operations 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 Certificate in Contact Centre Operations consists of 13 credits with 3 mandatory units with a total of 7 credits plus a minimum of 6 optional credits. (at least 10 credits must be at level 2)

Unit rules of combination.

- Mandatory Units (Learners must achieve all 3 units) – 7 credits.
- Optional group B units – minimum 6 credits.
- The same unit may not be selected at multiple levels (e.g. Level 2 Principles of selling in a contact centre and Level 3 Principles of sales activities and customer support in a contact centre)

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
Principles of personal effectiveness in a contact centre	2
Principles of health and safety in a contact centre	2
Principles of personal responsibilities and working in a business environment	2

Optional Units Group B (minimum 3 credits)

Unit Title	Level	Credit
Principles of using systems and technology in a contact centre	2	3
Principles of communication and customer service in a contact centre	2	2
Principles of selling in a contact centre	2	2
Principles of handling incidents through a contact centre	2	3
Principles of legal, regulatory and ethical requirements of a contact centre	2	2
Principles and processes of systems and technology in a contact centre	3	4
Principles of customer service in a contact centre	3	4
Principles of sales activities and customer support in a contact centre	3	4

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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.

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 before 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