

# INTERMEDIATE AND ADVANCED APPRENTICESHIPS IN CUSTOMER SERVICE

Damar's customer service apprenticeships are for those who interact with a range of customers on a day-to-day basis.

The intermediate apprenticeship in customer service is a nationally recognised qualification suitable for anyone who is starting out on a customer service career. The advanced apprenticeship in customer service is the next step up and is designed for apprentices who are taking on more responsibility and are able to make decisions when dealing with customers. There is more independent learning at this level.

The core qualification within the intermediate apprenticeship is the Pearson BTEC Level 2 Diploma in Customer Service. At advanced level, apprentices study towards the Pearson BTEC Level 3 Diploma in Customer Service.

## THE QUALIFICATIONS

The BTEC diplomas each have a range of mandatory and optional units so that they can be tailored to suit individual job roles. The compulsory units cover underpinning skills and knowledge required by customer service administrators - things like principles of customer service, resolving customers' problems and understanding employer organisations. The optional units allow the apprenticeship to be tailored. Here, apprentices might learn about building and maintaining effective customer relations, providing reception services and using social media to deliver customer service.

The qualifications are designed to test not just whether the apprentice knows something but also whether they are applying their skills and knowledge correctly and consistently in the workplace. This is done via a range of methods.

As well as formal assignments and/or tests, apprentices have to create a portfolio of evidence that proves that they are putting their skills into practice and a project based on their role.

If the apprentice does not already have good GCSEs in maths and English, they will receive training to get them up to the level required for the apprenticeship. These functional skills qualifications are designed to ensure the apprentice has the literacy and numeracy skills that they will need for their role.

These apprenticeships are delivered primarily via regular 1:1 tutorials in the workplace, supported by online and paper-based training material. The apprentice works in partnership with their Damar trainer and the line manager and progress is reviewed at regular intervals. Between visits, the apprentice and their supervisor are able to contact the trainer by email and telephone. They can also check progress online at any time by logging in to the apprentice's e-portfolio.

### Suitable roles for medical administration apprentices:

- Receptionist
- Reservation Consultant
- Telesales or Call Centre Operative
- Food and Beverage Team Member
- Retail Team Member
- Hotel Concierge
- Office Manager

**Duration:** 12 Months

**Enrolment:** year round

**FOR MORE INFORMATION  
CALL DAMAR ON 0161 480 8171  
TO DISCUSS YOUR NEEDS WITH  
A MEMBER OF OUR TEAM.**

## HOW MUCH DOES IT COST?

Full or part funding is generally available for those with qualifications no higher than A-Level. Where students are aged over 18, a contribution is always needed which will usually be in the range of £100 to £130+VAT per month.

