

## Factsheet 4

### Contact

### Centres

National Apprenticeship Service

#### Overview

In 2006 the Contact Centre/Call Centre Industry employed 800,000 people and as one of the UK's fastest growing sectors this number is set to continue to increase. While being a sector in its own right, Contact Centres span virtually all other industries, offering employment opportunities in sectors such as Marketing, Finance, Travel and Tourism, Hospitality and Retail<sup>1</sup> and many more.

Contact centres are sometimes known as 'call centres' providing a way for people to get in touch with businesses and organisations. Through a contact centre an apprentice would develop their knowledge about their employer's services and products to assist and support their customers.

The majority of work activity will be on the telephone and computer systems, you will need to develop your listening and communication skills whilst being a good problem solver. It is a fast moving environment and good team working skills are essential. You can expect a starting salary (once qualified): £10,000.

#### What is an Apprenticeship

An Apprenticeship is a mix of real work and learning. Apprentices earn a wage and get experience whilst working towards a number of qualifications. An Apprenticeship follows a Level 2 programme and can lead onto an Advanced Apprenticeship which is a Level 3 programme.

#### Example Job Roles as an Apprentice

- Receptionist
- Administrator
- Customer Services Adviser
- Reception Manager
- Operations/Contact Centre Manager
- Sales Team Leader/Manager
- Scheduling/Resource Manager

#### Apprenticeship Framework

There are a number of elements to each Apprenticeship and this is called the framework. Each Apprenticeship framework has three main strands:

- competence based element
- technical element
- skills element

The three strands are sometimes accompanied by additional qualifications to give the most relevant skills and knowledge required for the job.

<sup>1</sup> E-Skills, Apprenticeships & Advanced Apprenticeships for Contact Centres.

## Competence Element

**Apprenticeship** – NVQ Level 2 in chosen route

**Advanced** – NVQ Level 3 in chosen route

**Higher** – NVQ Level 4 for Contact Centre Professionals

## Technical Element

**Apprenticeship** – None required for the completion of the framework

**Advanced** – Certificate in Contact Centre Skills, Call Handling, and Supervisory Skills

**Higher** – Foundation Degree in Contact Centre Management or equivalent such as Customer Service Management

## Skills Element

**Apprenticeship** –

Application of Number Level 1

Communication Level 1

**Advanced** –

Application of Number Level 2

Communication Level 2

**Higher** –

Application of Number Level 2

Communication Level 2

Working with Others Level 3

Problem Solving Level 3

## Other Additional Study

Employment Rights and Responsibilities

## Apprenticeships Available

- Apprenticeship (average 12-18 months) ✓
- Advanced Apprenticeship (average 12-18 months) ✓
- Higher Apprenticeship ✓

## Progression Routes

- Advanced Apprenticeship
- Further Education
- Higher Education
- Management positions

## Options within the Framework

**Apprenticeship** –

- Contact Centre Operations
- Call Handling Operations

**Advanced** –

- Call Handling Operations
- Supervising Call Handling
- Contact Centre Professional

## Already Employed?

Are you currently employed but not working towards qualifications? Speak to your employer about converting to an Apprenticeship and ask them to call 08000 150 600 for more information.

## For more Information and to Apply

Visit:

[www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)

[www.instituteofcustomerservice.com](http://www.instituteofcustomerservice.com)

If you require further advice or support on Apprenticeships please contact your local Connexions or Careers Advice Service.