

## Factsheet 9

### Customer

### Service

National Apprenticeship Service

#### Overview

Customer Service occupations are a growing sector. With significant growth in the 1980s and 1990s by around a quarter of a million jobs it is still an area of growth<sup>1</sup> by 2005 82% of jobs were in this area.<sup>2</sup>

With improving customer service seen as a priority for employers of all types and sizes<sup>3</sup> nearly six in 10 organisations (59%) plan to invest more on customer service in the coming year than they did in the past 12 months.<sup>4</sup> The benefits of the Customer Service Apprenticeship relate to the transferable nature of the qualification meaning once qualified you can switch between employers or sectors to allow further and higher progression where there are opportunities.

Starting salary (once qualified):  
Job roles and salaries will vary.

#### 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

Customer Service Apprenticeships can be found in all sectors.

#### 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> Ibid. <sup>2</sup> UK Labour market Statistics, May 2005, National Statistics Office.

<sup>3</sup> Employers need support to satisfy people, March 2007 Investors in People. <sup>4</sup> Ibid.

## Competence Element

**Apprenticeship** – NVQ Level 2 in Customer Service

**Advanced** – NVQ Level 3 in Customer Service

## Technical Element

**Apprenticeship** –

Certificate/Award in Customer Service Level 2 or for the Motor Industry specific Customer Service award

**Advanced** –

Certificate/Award in Customer Service Level 3 or for the Motor Industry specific Customer Service award

## Skills Element

**Apprenticeship** –

Communication Level 1

Application of Number Level 1

**Advanced** –

Communication Level 2

Application of Number Level 2

## Other Additional Study

Employment Rights and Responsibilities

## Apprenticeships Available

- Apprenticeship (12 months) ✓
- Advanced Apprenticeship (24 months) ✓
- Higher Apprenticeship X

## Progression Routes

- Advanced Apprenticeship
- Further Education
- Higher Education
- Supervisory and management positions

## 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.