



Level 3

MODERN APPRENTICESHIP

IN

Customer Service

**FRAMEWORK DOCUMENT
FOR
SCOTLAND**

Institute of Customer Service

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**Institute of
Customer Service**

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1 Modern Apprenticeships in Scotland

What are Modern Apprenticeships?

Modern Apprenticeships are training initiatives aimed at developing highly skilled employees.

Who develops them?

The Customer Service Modern Apprenticeship is developed by the Institute of Customer Service which is the Standard Setting Body (SSB) for Customer Service. The ICS consults with employers and key partners in all sectors to produce a training programme, which meets the needs of employers.

Who are they for?

Modern Apprenticeships are available to employees aged 16 or over. Employees need to demonstrate to their employer that they have the potential to complete the programme.

What's in a Modern Apprenticeship?

In Scotland, there are more than 70 different types of Modern Apprenticeship and they all contain the same 3 basic ingredients:

- S\NVQ level 3
- Core Skills
- Industry specific training

Details of the content of this specific Modern Apprenticeship are given in the next section.

2 Modern Apprenticeships in Customer Service

Customer Service is a cross-sector discipline and its National Occupational Standards are competence statements that form the definition of essential skills which are undertaken within many different sectors. Customer Service Professionals are employed in many different organisations. In some cases a sector that is substantially service based may employ many people in Customer Service roles. In other cases a sector with a stronger technical base may employ fewer people in Customer Service roles.

Job titles of Customer Service Modern Apprentices will vary according to their specific organisation and job role however the list below gives some indication of the job titles that they may have:

Customer Service Trainee	Customer Service Officer
Customer Service Assistant	Customer Support Agent
Customer Service Advisor	Customer Support Officer
Customer Service Administrator	Customer Liaison Officer
Customer Service Representative	Customer Liaison Assistant
Customer Service Agent	Customer Service Operator
Customer Relations Officer	Customer Service Clerk

In 2006 research commissioned by the SSDA predicted changes in occupational structures and gave new occupational projections to 2014. *Working Futures 2004-2014: National Report (January 2006, Institute for Employment Research, University of Warwick)* In the report Customer Service Occupations are identified as “a key area for faster growth indicating a significant change in working practices over the next 10 years”. This report also states that: Sales and customer service occupations are the main beneficiary of employment growth, with a projected increase of 424,000 or 1.7% per annum

This projected employment growth in Customer Service is also highlighted in the Scottish LMI *Future Skills Scotland – the Scottish Labour Market 2006* where it states that ‘sales and customer service’ are one of three occupations “projected to dominate employment growth” in Scotland by 2014 with a 12% growth in the market, leading to a 73,000 replacement demand, and 98,000 job openings by 2014. Alongside the projected growth in Customer Service Occupations the evidence given in this report identifies Customer Service skills as amongst the highest in terms of Skill Gaps and Skills Shortages reported by employers.

There is a strong record of capacity and delivery of the Scottish Customer Service Modern Apprenticeship in Customer Service which already exists. The average take-up of the Customer Service Modern Apprenticeship during the four years to 1st April 2006 was **2803 per quarter** and we would expect this number to rise. However, this will depend on the funding priorities of SE and HIE.

Achievement of the Scottish Customer Service MAs has been relatively high in the Scottish Enterprise area with achievers over the year 2004-2005 at 61% (*all sector average 58%*) and Apr 05 to Dec 06 at 69% (*all sector average 64%*),

The achievement rate in Highlands and Islands Enterprise was also higher over the year 2004-2005 standing at 57% (*all sector average 51%*) however for Apr 05 to Dec 06 achievement rates fell to 52% (*all sector average 57%*).

3 Summary of framework

Diagram showing the contents of the Modern Apprenticeship in Customer Service

Mandatory outcomes

SNVQ Level 3

One of the following SVQs must be achieved:

EDI Level 3 SVQ in Customer Service – G87W23
City and Guilds Level 3 SVQ in Customer Service – G89P23
SQA Level 3 SVQ in Customer Service G89W23
Edexcel Level 3 SVQ in Customer Service G9JY23

Equivalent NVQs may also be used

Core Skills

- | | |
|--------------------------|----------------|
| • Communication | Intermediate 1 |
| • Working With Others | Intermediate 1 |
| • Problem Solving | Intermediate 1 |
| • Information Technology | Intermediate 1 |
| • Numeracy | Intermediate 1 |

The above Core Skills must all be separately certificated

Enhancements

2 Units from any other single SVQ at level 2 or 3

4 The framework

The mandatory and optional content of the Modern Apprenticeship in [Customer Service](#) is as follows:

Mandatory Outcomes

SVQ

Each apprentice is required to achieve one of the following S/NVQ(s):

- EDI/Goal Level 3 SVQ in Customer Service – G87W23
- City and Guilds Level 3 SVQ in Customer Service – G89P23
- SQA Level 3 SVQ in Customer Service – G89W23
- Edexcel Level 3 SVQ in Customer Service - G9JY23

(Equivalent NVQs may also be used.)

Scottish Vocational Qualifications (SVQs) are work-based qualifications, which are based on national occupational standards of competence drawn up by representatives from each industry sector. SVQs are made up of units – normally between six and ten – which break down a job into separate functions reflecting the different kinds of activities of a job. SVQs in customer service are available at levels 1 to 4. All Scottish Modern Apprenticeships must contain an SVQ (or NVQ) at level 3 or above. When someone has achieved an SVQ, there is a guarantee that they have the skills and knowledge they need to do their job.

Core Skills

Each apprentice is required to achieve the following core skills:

- | | |
|--------------------------|----------------|
| ■ Communication | Intermediate 1 |
| ■ Working with others | Intermediate 1 |
| ■ Problem Solving | Intermediate 1 |
| ■ Information Technology | Intermediate 1 |
| ■ Numeracy | Intermediate 1 |

All core skills must be separately certificated.

Core Skills are skills and abilities which everyone need in their work. This is true for every job in every workplace. Core Skills also feature in National Qualifications such as Standard Grades and Highers and from 2000, Scottish candidates have been issued with a core skills profile on their Scottish Qualifications Certificate. Candidates who have already been certificated as achieving core skills at the levels given above – either in the workplace or at school or college - do not need to repeat these core skills as part of the Modern Apprenticeship framework.

Enhancements

Each Apprentice must also achieve 2 additional S/NVQ Units at Level 2 or 3

5 Registration and certification

This Scottish Modern Apprenticeship is managed by the Institute of Customer Service. The ICS is the first point of contact in Scotland for any enquiries in relation to the framework. Contact details:

Scottish Modern Apprenticeship Section
Institute of Customer Service
2 Castle Court
St Peter's Street
Colchester
Essex C01 1PB

Telephone: 01206571716
Email: enquiries@icsmail.co.uk
Web: www.instituteofcustomerservice.com

The ICS will register all Scottish Modern Apprentices undertaking this framework. **All Modern Apprentices must be registered with the ICS within 8 weeks of starting their apprenticeship.** Registration can be made by completing the Training Plan and Training Agreement in Appendix 3 and sending these to the above address. Further copies of these forms are available on request.

The ICS will issue a Modern Apprenticeship Certificate of Completion to those Modern Apprentices who have completed the mandatory outcomes of the framework. Before a certificate is issued, employers or providers must submit evidence to the ICS that the mandatory outcomes have been achieved. This will normally be in the form of photocopies of certificates from awarding bodies.

Registration and certification should be made to the ICS at the address above.

ICS Service level

The ICS undertakes to confirm the registration of candidates in writing within 8 weeks of receipt of the relevant Training Plan and Training Agreement. Each candidate will be issued with a unique registration number.

The ICS also undertakes to issue Certificates of Completion within 4 weeks of receipt of the appropriate evidence that a candidate has completed the outcomes as stated in the Training Plan.

6 Recruitment and selection

The recruitment and selection of modern apprentices is primarily the responsibility of the employer. However, the following guidance is given:

- Employees may enter a Modern Apprenticeship from the age of 16. There is no upper age limit.
- The Modern Apprenticeship is designed to attract high quality people to the industry. Achievement of academic qualifications is one way of assessing the suitability of applicants. However it should be stressed that no persons should be deterred from applying for a Modern Apprenticeship because of a lack of formal educational qualifications. As well as traditional qualifications such as Standard and Higher Grades employers should also be aware of newer vocational qualifications.
- The following factors may also influence the selection process:
 - the candidate's Scottish Qualification Certificate or Progress File
 - performance during a formal interview process
 - references
 - relevant work experience
 - trial observation period.
- Employers should be aware of the nature, relevance and quality of foreign qualifications and make appropriate allowances concerning entry requirements.
- In order to promote and maintain the high status of the Modern Apprenticeship within the industry all literature distributed for recruitment purposes should emphasise the high standards of achievement expected of the candidate.
- Employers may wish to contact Careers Scotland and the ICS for advice and guidance on recruitment and selection. The Careers Scotland web site is at: www.careers-scotland.org.uk/CareersScot/web/site/Home/home.asp

7 Equal opportunities

It is mandatory that all participants in this Modern Apprenticeship must conform to Local Enterprise Companies (LECs) contractual requirements on equal opportunities. All employers of Modern Apprentices should have an Equal Opportunities policy statement.

8 Health and safety

It is a requirement of this Modern Apprenticeship framework that all aspects of health and safety at work be recognised and all statutory requirements be adhered to.

It is a key aspect of the induction period of the Modern Apprenticeship that apprentices are fully informed both of the regulations and that they and their employers are bound by these regulations. Modern Apprentices should be made aware they, as employees, have clear rights and duties with regard to health and safety.

Any organisation wishing to contract with a LEC to employ a Modern Apprentice will be required to satisfy the LEC as to the adequacy of its Health and Safety policy and systems.

9 Contracts

The following four contracts are essential to the successful outcome of the Modern Apprenticeship programme :

- 1 Normal contract of employment signed by the employer and the Modern Apprentice
- 2 LEC Training Plan. (This only applies to apprentices in receipt of Skillseekers funding.)
- 3 ICS Training Agreement - this agreement outlines the basis of the modern apprenticeship, refers to the contract of employment and includes Health and Safety responsibilities.
- 4 ICS Training Plan - this plan outlines the selected outcomes and the expected duration of the apprenticeship. Training Plans may be modified to reflect changing circumstances; however it is essential that the ICS is notified of any changes.

10 Employment status of Modern Apprentices

It is important that the sector offers genuine employment and career prospects to those people it wishes to attract through Modern Apprenticeships. Accordingly, **all apprentices must be employed for the duration of the apprenticeship.**

11 Terms and conditions of employment

In order to compete with other sectors offering Modern Apprenticeships, attractive packages will need to be developed by employers in the sector. The terms and conditions of employment for individual modern apprentices will be agreed between the employer and the apprentice.

12 Training and development

Delivery

Training delivery can take many forms under the Modern Apprenticeship system. Some organisations may become approved S/NVQ Assessment Centres; others may join consortia or use peripatetic assessors. Some large employers will be able to complete all the training and development in-house, but most employers will find that some of the training and development will have to take place away from the normal work-site. In particular the underpinning knowledge requirements are often more suited to delivery by outside training providers which might include:

- private training organisations
- colleges / universities
- other employers

Such knowledge could be delivered through training courses or through open/distance learning packages.

The option of sharing training and assessment resources amongst a cluster of employers (or across the divisions of a larger employer) will be particularly appealing to those firms which do not have the resources to provide all of the training and development. Assessment can be provided by these bodies, but the assessors and the training centre must be approved by the awarding bodies for the S/NVQ, and core skills.

To ensure continuity of standards all local delivery of Modern Apprenticeship training will be subject to Scottish Quality Management Systems (SQMS) – or other appropriate quality system adopted by LECs.

The ICS training plan

The plan requires to identify:

- 1 The selected framework outcomes, specifying whether or not separate certification of the Core Skills is being sought.
- 2 Any credit to be applied for by Accreditation of Prior Learning by the Modern Apprentice.
- 3 A timetable for achievement of the selected framework outcomes, linked to regular progress reviews.

The Training Plan should take into account any relevant previous training and development, education or work experience. Not all Modern Apprentices need have different plans, but many will vary. Moreover as reviews take place and circumstances change so the plan itself can be modified.

However any changes must:

- be subject to the quality provisions of the LEC
- comply with the stipulations of this framework
- meet the needs of the employer and apprentice.

A sample Training Plan is given in Appendix ? of this document.

13 Career progression

Following the completion of the Modern Apprenticeship, candidates should be able to achieve positions in areas such as:

Customer Relationship Manager
Customer Service Executive Officer
Customer Service Delivery Co-ordinator
Customer Service Team Leader
Customer Service Supervisor
Customer Service Manager
Customer Liaison Executive
Senior Customer Service Advisor

14 Organisational responsibilities

Three types of organisation have responsibility for ensuring that the Modern Apprenticeship programme is implemented to the highest possible standard:

- Standard Setting Bodies (SSBs)
- Local Enterprise Companies (LECs)
- Awarding bodies.

Standard Setting Bodies

Standard Setting Bodies have responsibility for the development, promotion and implementation of this framework in Scotland. The SSB will act as the first point of contact for those wishing further information about the framework.

Specifically, the ICS as an SSB is responsible for the following:

- approval of Scottish Modern Apprenticeship Centres (MACs) for the delivery of the apprenticeship
- registration and monitoring of individual modern apprentices
- certification of the successfully completed apprenticeship
- the review of the framework in light of future experience to ensure the framework continues to meet the needs of apprentices and employers.

The SSB will maintain a database of MACs approved for the delivery of the framework within Scotland which will be available for employers and others. In addition the SSB will work with Awarding Bodies to ensure that quality assurance is maintained within the centres.

The Local Enterprise Company (LEC)

Funding to assist with the training and assessment of Modern Apprenticeships in Scotland is through Skillseekers which is administered in each area by the appropriate Local Enterprise Company (LEC).

The funding levels in the Scottish Enterprise area have been harmonised to create consistency across the network of LECs. In the Highlands and Islands Enterprise area, LECs still have discretion to set their own funding levels according to local needs.

It is important that the appropriate LEC be contacted as early as possible when contemplating a Modern Apprenticeship and that the basis of any funding be agreed before any contracts of employment or training agreements are entered into by any one of the parties involved.

The awarding bodies

A significant proportion of the Modern Apprenticeship is based on the assessment of the apprentice against S/NVQs or S/NVQ units. These qualifications are accredited by the Scottish Qualifications Authority (SQA) and offered by Awarding Bodies.

It is the responsibility of the Awarding Bodies to ensure that centres are approved, that assessors and verifiers are suitably qualified, trained and monitored, and that all of the assessment criteria of the S/NVQs and S/NVQ units are fully met.

Appendices

Appendix 1

Employer consultation

More information about the consultation that took place for this revised Framework is available from the ICS,

Appendix 2

Modern Apprenticeship Centres (MACs)

Modern Apprentices may only be registered through organisations approved by the ICS to deliver this framework. Such approved organisations are called Modern Apprenticeship Centres (MACs)

The MAC may be the employer of the apprentice or a separate organisation such as a training provider, College of FE, or similar.

In order to be approved, organisations must make a formal application to the ICS, seeking approval and establishing that the centre satisfies the following criteria:

Either

1 Be approved by an appropriate Awarding Body as a centre for the assessment of the relevant S/NVQ(s) at level 3 (and Scottish Core Skills if these are being separately certificated)

or

2 be capable of demonstrating a contractual relationship with another approved centre for the assessment of those units for which the MAC does not have approval from an appropriate Awarding Body.

In addition

For organisations in receipt of LEC funding, the organisation must be accredited with the Scottish Quality Management System standard (SQMS) or other quality system accepted by the LEC.

The ICS will maintain a database of MACs for the delivery of the framework within Scotland, which will be available for employers and others.

Organisations wishing to become MACs who have yet to obtain the necessary Awarding Body approval for assessment should first contact the Awarding Body direct.

Organisations wishing to be accredited with SQMS (or other appropriate quality system) should contact their LEC.

In addition to the assessment of the modern apprentice against the relevant standards set by the selected framework outcomes, the MAC has responsibility for:

- entering into a formal training agreement with the employer and modern apprentice
- registration with an appropriate Awarding Body of the modern apprentice as a candidate for the relevant S/NVQ(s) and other selected units.
- registration with the ICS as the SSB for the customer service modern apprenticeship.
- application on behalf of the modern apprentice for final certificate of modern apprenticeship accomplishment.
- informing the ICS of any material alterations to the modern apprentice's training plan or desired changes to the selected framework outcomes.

To register to become a MAC for the Customer Service Modern Apprenticeship in Scotland you will need to complete the MAC registration form available from the ICS website at www.instituteofcustomerservice.com

Appendix 3



MODERN APPRENTICESHIP SAMPLE TRAINING AGREEMENT

This Training Agreement is entered into by:

Name of Employer:	
Name of Modern Apprentice:	
Name of Modern Apprenticeship Centre:	

The **Employer’s responsibilities** are to:

- 1 employ the modern apprentice subject to the employer’s usual terms and conditions of employment;
- 2 provide the modern apprentice with the facilities, training and work place opportunities necessary to achieve the selected framework outcomes specified in the apprentice’s personal training plan;
- 3 pay the modern apprentice an agreed salary which reflects the obligations of the employer and the opportunities for the apprentice;
- 4 in the event of the employer becoming unable to retain the modern apprentice after completion of the apprenticeship, to use reasonable endeavours to secure employment elsewhere;
- 5 in the event of the apprenticeship being terminated prematurely by either the employer or modern apprentice for any reason other than dismissal for unsatisfactory performance or misconduct, to use reasonable endeavours to secure employment and continuation of this apprenticeship elsewhere;
- 6 operate a formal Health and Safety policy and undertake the necessary legal and contractual responsibilities for health and safety of the modern apprentice; and
- 7 operate an Equal Opportunities policy which meets all legal requirements.

The **Modern Apprentice’s responsibilities** are to:

- 1 work for the employer in accordance with the agreed terms and conditions of employment;
- 2 undertake training, attend courses if required, keep records, and take assessments to be determined by the employer and/or Modern Apprenticeship Centre, and carry out such work as may be required in order to achieve the selected framework outcomes specified in the apprentice’s personal training plan;
- 3 be diligent, punctual, behave in a responsible manner and in accordance with the requirements of Health and Safety legislation relating to the apprentice’s responsibilities as an individual; and
- 4 promote at all times the employer’s best interests.

The **Modern Apprenticeship Centre’s responsibilities** are to:

- 1 agree the content of the modern apprentice’s personal training plan as confirming that the selected framework outcomes and training plans meet the criteria of this modern apprenticeship
- 2 contract with the employer to provide the training and assessment necessary to enable the modern apprentice to achieve the selected framework outcomes specified in the apprentice’s personal training plan; and
- 3 use its best endeavours to ensure that the employer provides the modern apprentice with the facilities, training and work place opportunities necessary to achieve the selected framework outcomes specified in the apprentice’s personal training plan.

This agreement to be signed by all parties:

Employer		Date:
Modern Apprentice <i>(or Parent/Guardian, if under 18)</i>		Date:
Modern Apprenticeship Centre		Date:



MODERN APPRENTICESHIP TRAINING PLAN

The Modern Apprenticeship Centre

Name:
Address:
Telephone:
Contact:

The Modern Apprentice

Full name:
Home address:
Work address:
Date of birth:

The Employer

Name:
Address:
Telephone:
Contact:

The Local Enterprise Company (if applicable)

Name:
Address:
Telephone:
Contact:

Framework selected outcomes

Mandatory outcomes

S\NVQ Level 2 (if applicable) <i>(List mandatory and optional units)</i>		Tick units being undertaken
S\NVQ level 3 <i>(List mandatory and optional units)</i>		
Enhancements – 2 additional SVQ Units at Level 2 or 3 (state Unit titles)		

Core Skills <i>(Include details of the minimum level required)</i>		
1	Communication	
2	Working with others	
3	Numeracy	
4	Information technology	
5	Problem Solving	

Summary of Modern Apprentices accredited prior learning

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If you require assistance in completing this form, please contact:

The Scottish Apprenticeship Administrator
2 Castle Court
St Peters Street
Colchester
Essex
CO1 1PB
telephone: 01206571716
email: enquiries@icsmail.co.uk