

Transitioning to the new Customer Service Practitioner Apprenticeship Standards

15 March 2017

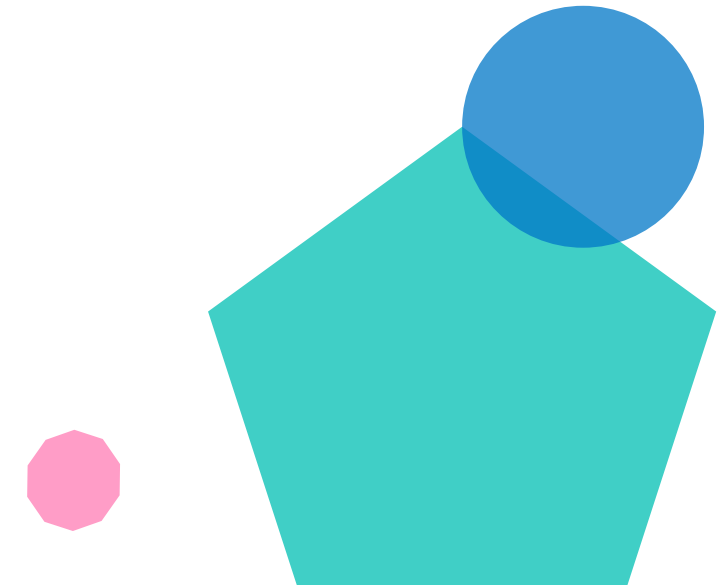
Mandy Slaney – Business Skills Industry Manager

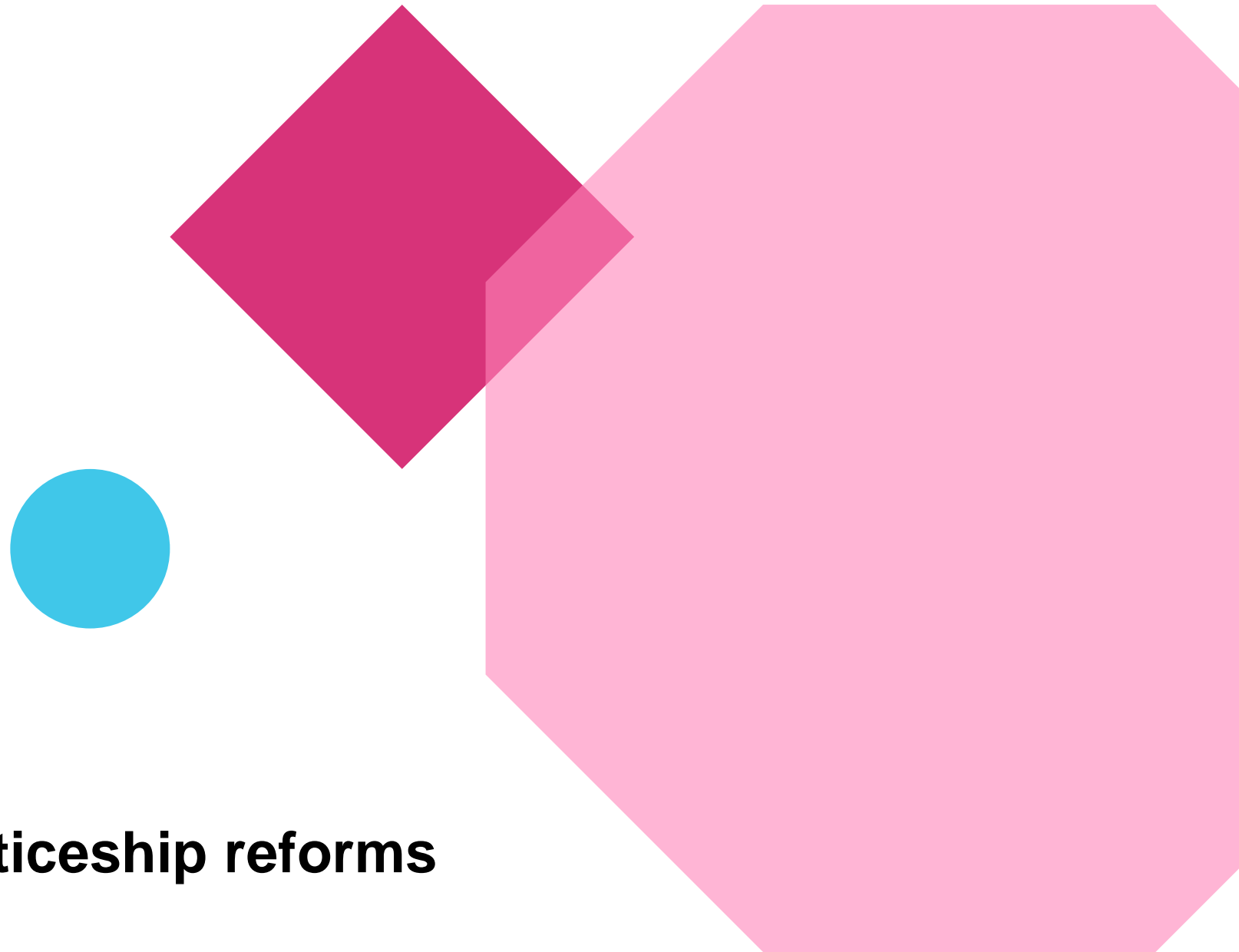
Linda Orr – Technical Expert



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- Planning your transition
- Customer Service Practitioner Standard
- Planning your delivery - points to consider
- How we can support you to prepare for delivery and End-Point Assessment
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Overview of the apprenticeship reforms

Apprenticeship reforms

Apprenticeships are changing.
You are part of that change.

1

Give employers
control in designing
apprenticeships

2

Increase the
flexibility of
delivery

3

Simplify
the funding
system

4

Increase the
effectiveness
of training

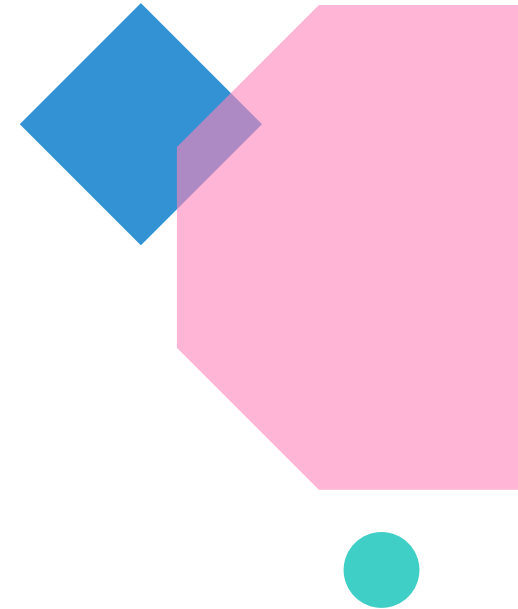
Funding changes

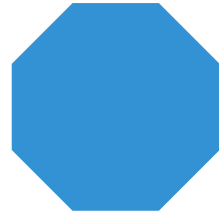
Funding examples for Frameworks (comparison of current and new funding)

Framework Name and Level	Framework pathway name	Current funding based on average between 16-18 and 19+	Funding band	16-18 employer incentive	Provider uplift for 16-18 (20%)	Total 16-18 provider incentive	Max. possible total provider funding
Business and Administration (3)	Business and Administration	£5,173	Band 3 £2,500	£1,000	£500	£1,500	£4,000
Electrotechnical (3)	Electrical Maintenance	£12,166	Band 10 £12,000	£1,000	£2,400	£3,400	£15,400

New Standards equivalents

Standard Name and Level	Funding band	16-18 employer incentive	Total 16-18 provider incentive (inc £1000)	Max. possible total provider funding
Customer Service Practitioner (2)	Band 6 £4,000	£1,000	£1,000	£5,000
Installation Electrician/Maintenance Electrician (3)	Band 12 £18,000	£1,000	£1,000	£19,000

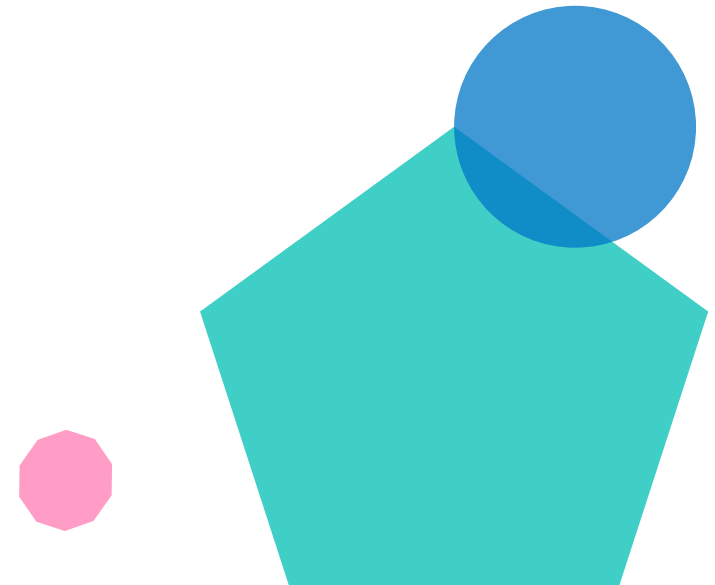




Planning your transition

Why planning is so important

- Reforms are happening now – you need to plan now.
- Our research with customers tells us there is a high level of concern about readiness to deliver new apprenticeship Standards and the impact of funding changes from May 2017.
- This presentation may reassure you that your plans are well on track, or it may help you identify your action plan to move forward.
- As a key customer, we can help you whatever stage you're at.

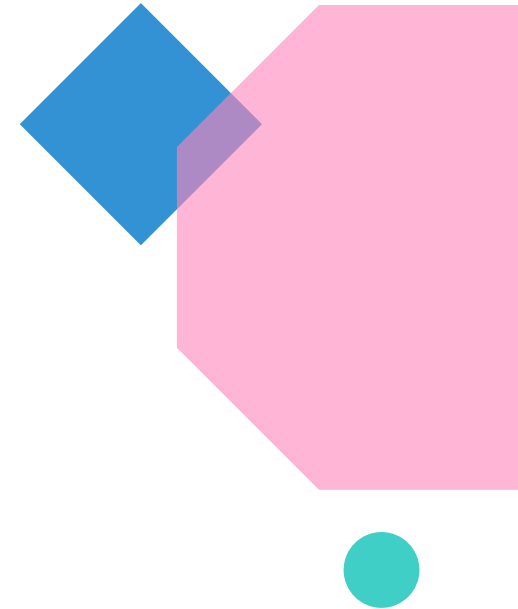


Decisions you need to make

Challenges of old versus new:

- Stay with SASE Frameworks?
Funding may not be enough to deliver, and potential for loss in revenue.
- Stay with SASE Frameworks for now?
Probable short term financial challenges but time to plan for embedding the new Standards.
- Move to new Standards straight away?
Potential for more funding after May 2017.
- Switch off delivery?
Loss of income until you implement a new plan.

No matter where you are in your planning process we can help.
We know your challenges and the questions you need answered.



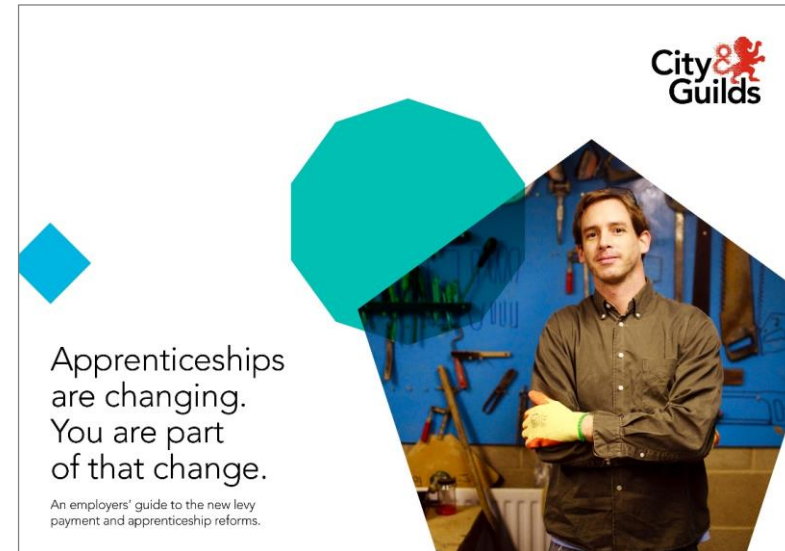
Understanding apprenticeships – old and new

Moving from frameworks to standards

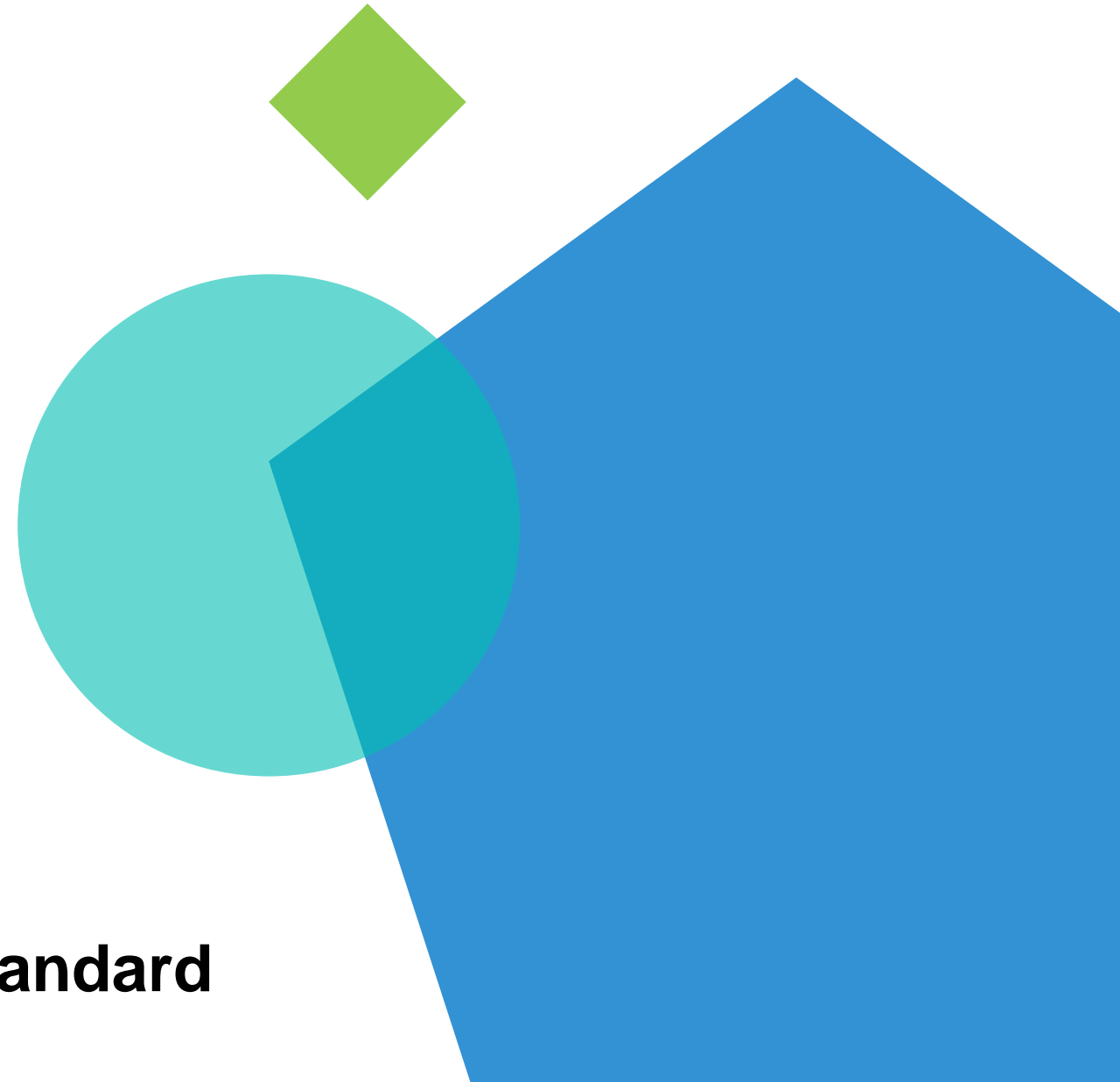


Six key steps developing an apprenticeship programme

1. Understand the funding
2. What is your people plan?
3. Review current training programmes and where occupations can be mapped to apprenticeships
4. Decide which programmes to deliver
5. Decide how to deliver an apprenticeship programme
6. Ensuring readiness to deliver



Download your full length: www.cityandguilds.com/employers



Customer Service Practitioner Standard

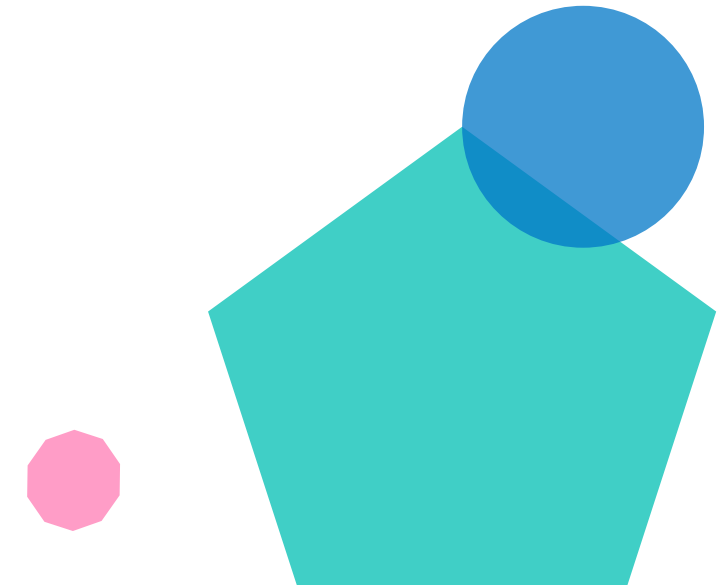
Customer Service Practitioner Standard

The Customer Service Practitioner Standards were developed by the following employers:

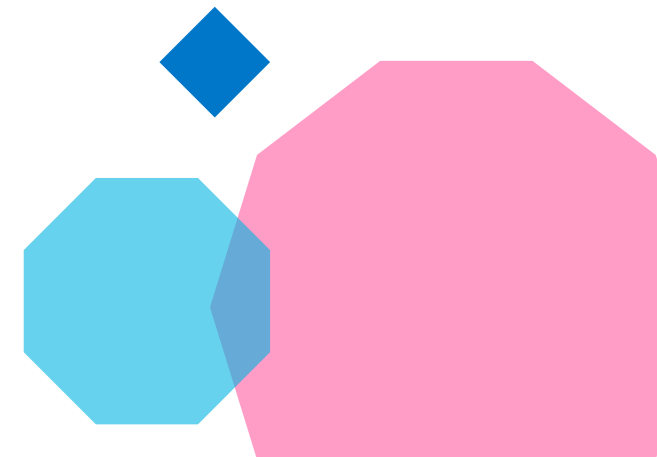
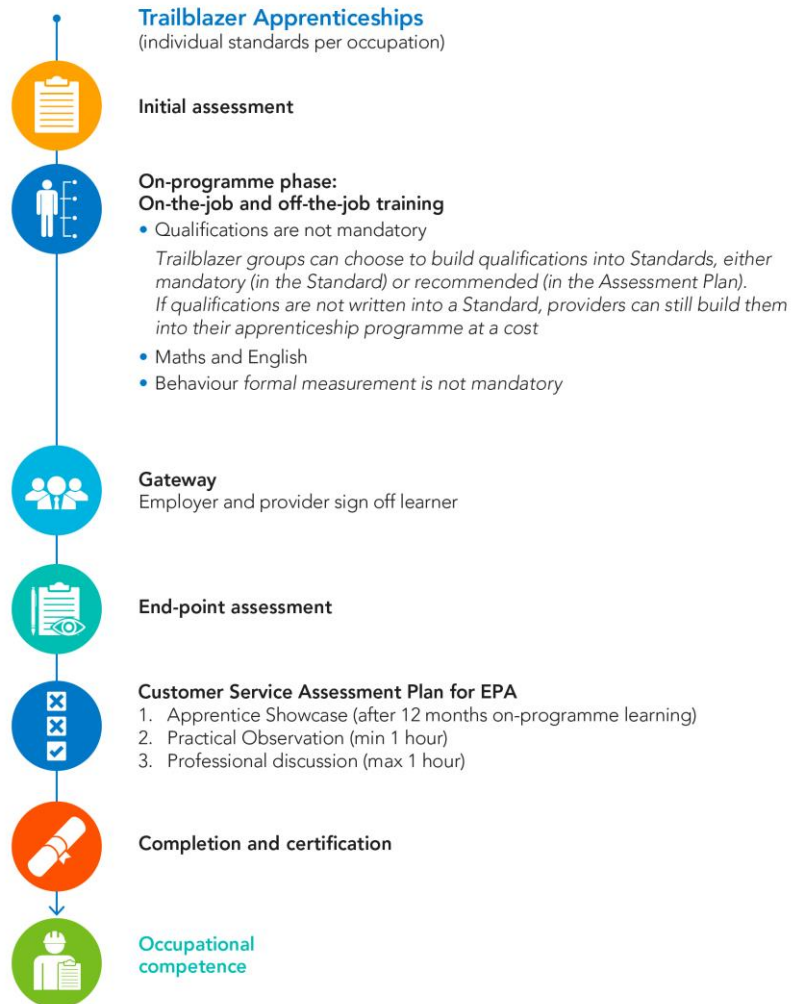
- Boots UK
- Institute of Customer Service
- Accelerator Solutions Ltd
- Berkeley Homes Ltd
- British Polythene Ltd (t/a bpi.recycled products)
- British Council
- British Gas Services Ltd
- BT plc
- Carillion plc
- E.ON UK Ltd
- Northern Powergrid
- Osborne Property Services Ltd
- Superdrug Stores plc

The standards and assessment plan can be obtained at:

<https://www.gov.uk/government/publications/apprenticeship-standard-customer-service-practitioner>



Customer Service Practitioner Standard



Customer Service Practitioner Standard

Knowledge

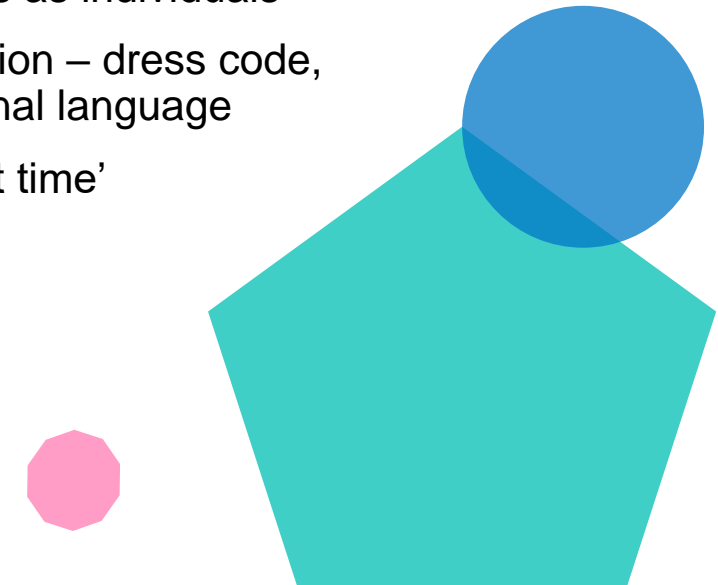
- Knowing your customers
- Understanding the organisation
- Meeting regulations and legislation
- Systems and resources
- Your role and responsibilities
- Customer experience
- **Product and service knowledge**

Skills

- Interpersonal skills
- Communication
- Influencing skills
- Personal organisation
- Dealing with customer conflict and challenge

Behaviours/Attitude

- Developing self
- Being open to feedback
- Team working
- Equality – treating all customers as individuals
- Presentation – dress code, professional language
- ‘Right first time’

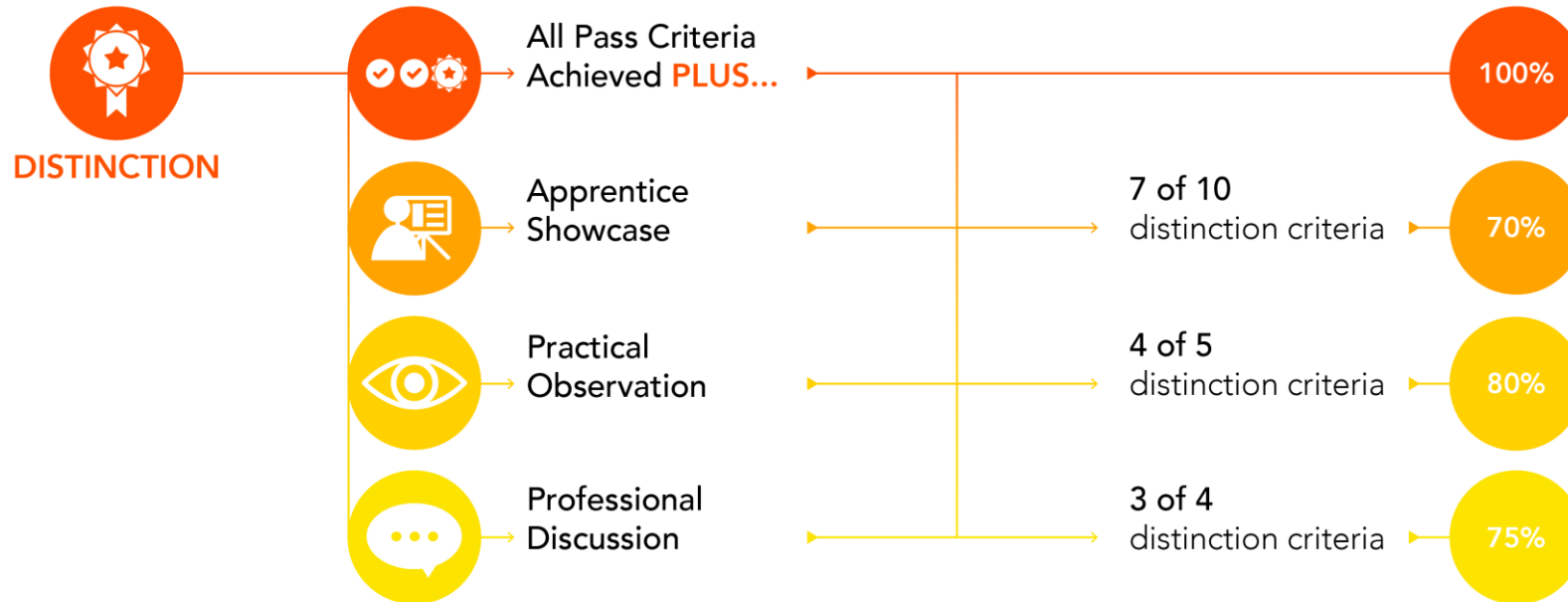


Occupational Brief

Grading is covered in the Occupational Brief, for example:

Module	Standard	What do I need to KNOW	Pass criteria	Distinction Criteria	Method of assessment
Product and service knowledge	1. Understand the product or services that are available from your organisation and keep-up-to-date	1.1 What are your organisations products and/or services?	Explain the difference between the features and benefits of products and/or services in relation to the organisation.	Explain why it is important to update their knowledge on the organisation's products and/or services.	Apprentice Showcase
		1.2 What is the difference between providing a product and providing a service?			
		1.3 How do you update and maintain your knowledge of your organisations products and/or services?	Describe how to maintain their knowledge of the organisation's products and/or services.		

Customer Service Practitioner Standard - grading



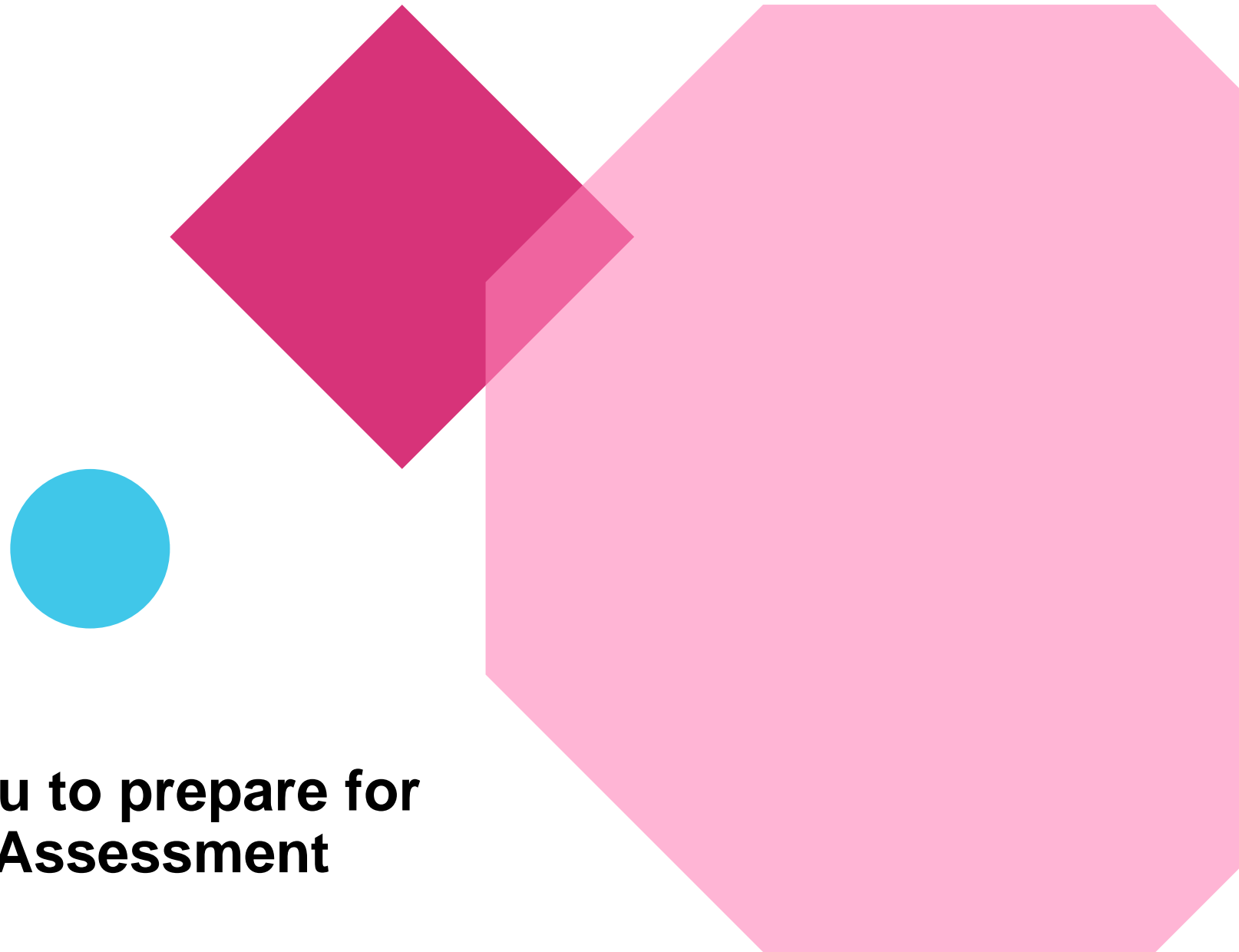
Planning your delivery - points to consider



What do you need to consider?

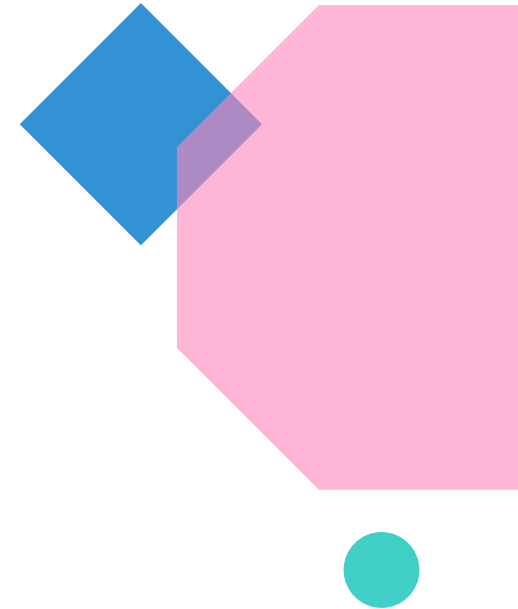
- What is the apprenticeship? Familiarise with the standards and assessment plan.
- Where and how do you register your learners on the apprenticeship?
- What are the timelines? How will you meet them?
- What support materials will you have already or need to develop?
- What staff do you need? How will they be used?
- What is the EPA? How will you book it?
- Who will liaise with the EPA organisation? What liaison will be required?
- What do you need to organise to have an efficient EPA?





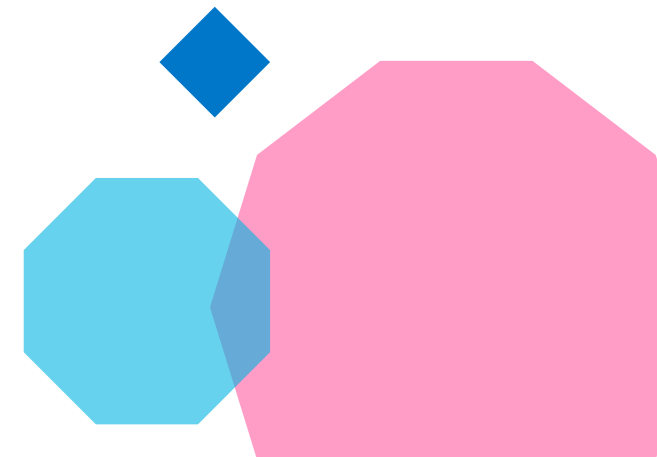
**How we can support you to prepare for
delivery and End-Point Assessment**

Preparation resources and support



Customer Service Practitioner Standard - mapping

Knowledge	Apprenticeship: what is required	City & Guilds Qualification units and learning outcomes Level 2 Diploma in Customer Service (5530-02)
Product and service knowledge	Understand the products or services that are available from your organisation and keep up to date.	<p>201 – Deliver customer service LO1 – Understand customer service delivery LO3 – Be able to prepare to deal with customers 210 – Promote additional products and/or services to customers LO1 – Understand the promotion of additional products and/or services to customers LO2 – Be able to promote additional products and/or services to customers</p> <p><i>The learner must understand the difference between providing a product and providing a service. They should also be able to explain why it is important to update their knowledge on the organisation's products and/or services.</i></p>



Task manual key features

15 tasks for the learner to complete to ensure coverage of the Customer Service Practitioner standards.

Each one contains:

- A list of key terms and their definitions.
- Details on how each task relates to the standards.
- Preparatory activities to check learner understanding.
- Practical tasks to allow the learner to apply their knowledge to their own role and organisation.
- Reflective practice for learners to consider what they've learnt, what they need to improve and how to do it.

The task manual will also include a mapping document detailing how the tasks meet the standards, a progress tracker and a list of key milestones as well as information on how to use the manual as part of the programme. It will also include signposting to Maths and English.



End-Point Assessment pack

For centres/ customers/ employers

Key document for centres/ customers/ employers for the planning and delivery of the apprenticeship.

It will include:

- The standard.
- Guidance on how to book EPA.
- Guidance on how the **Showcase Portfolio** will be assessed – against relevant sections of the occupation brief to show what evidence we expect to see.
- Guidance on what situation will need to be set up for a valid **Practical Observation** to take place.
- Guidance on how the **Professional Discussion** will work.



End-Point Assessment pack

For Independent End Assessors (IEAs)

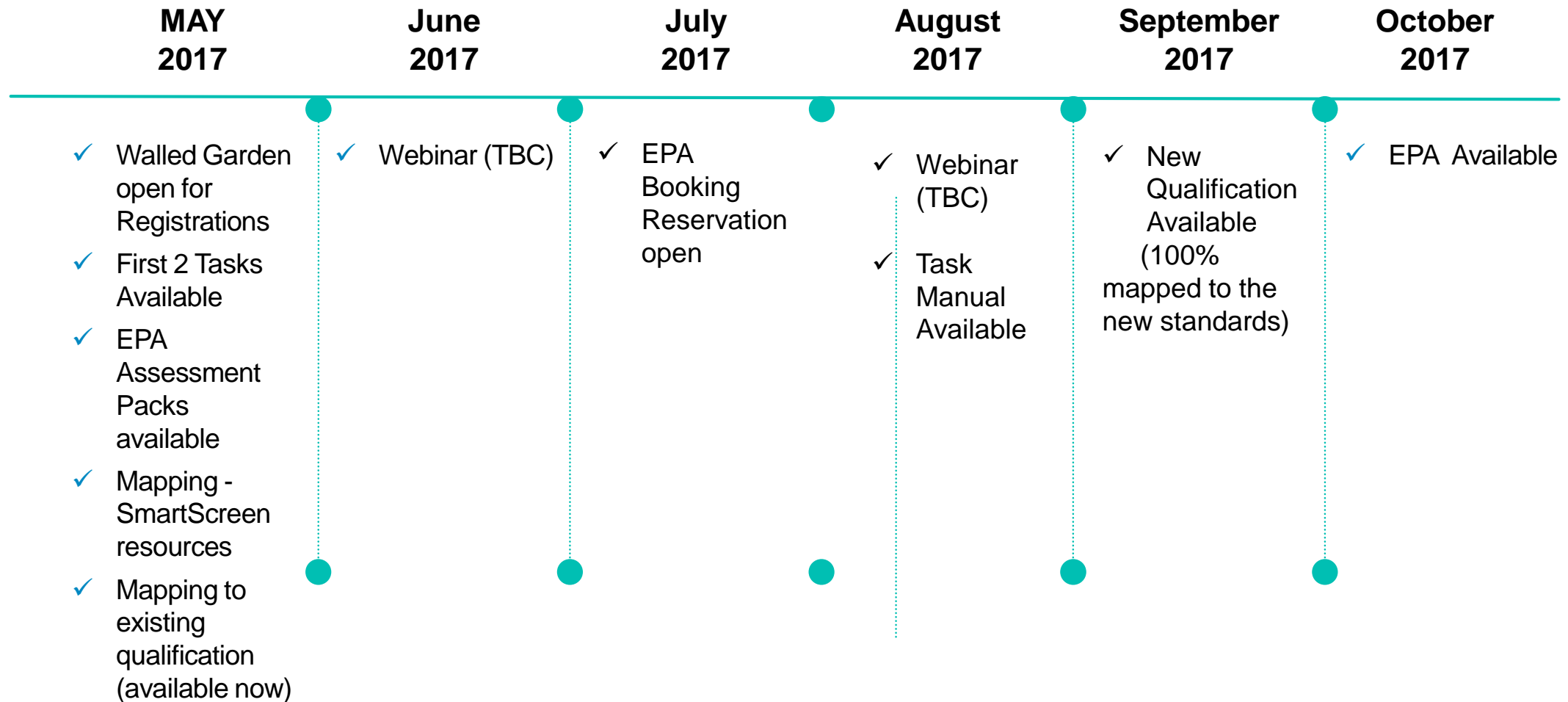
Key document for Independent End Assessors (IEAs) to conduct end assessment and grade candidates

It will include:

- Guidance on how to review the Showcase Portfolio against the relevant sections of the occupation brief.
- Guidance on what they need to see as part of a valid **Practical Observation** – what if they don't see the activities listed in the occupational brief?
- Guidance on Professional Discussion including the questions to ask, any prompting, if necessary, how to record the discussion.



Timeline of events



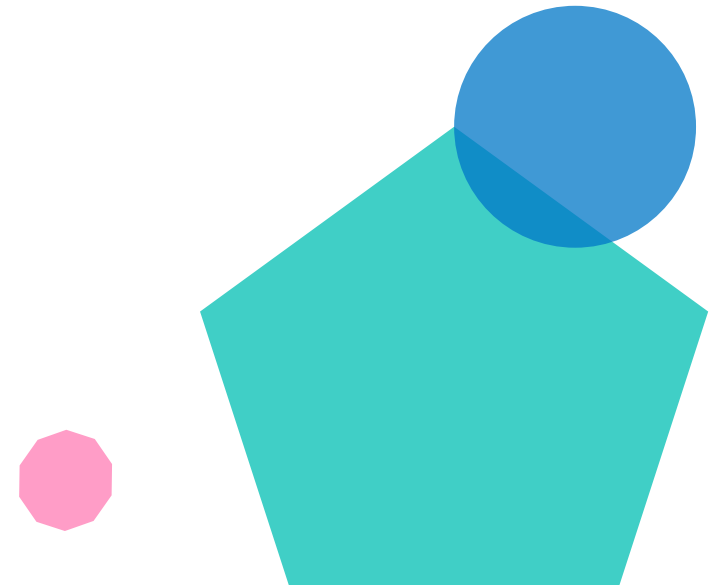
TBC: Level 3 Customer Service Practitioner, Level 3 Business Admin

Price and offer

A package price which will include:

On programme delivery support and end-point assessment: £580

(For more information contact: apprenticeships@cityandguilds.com)

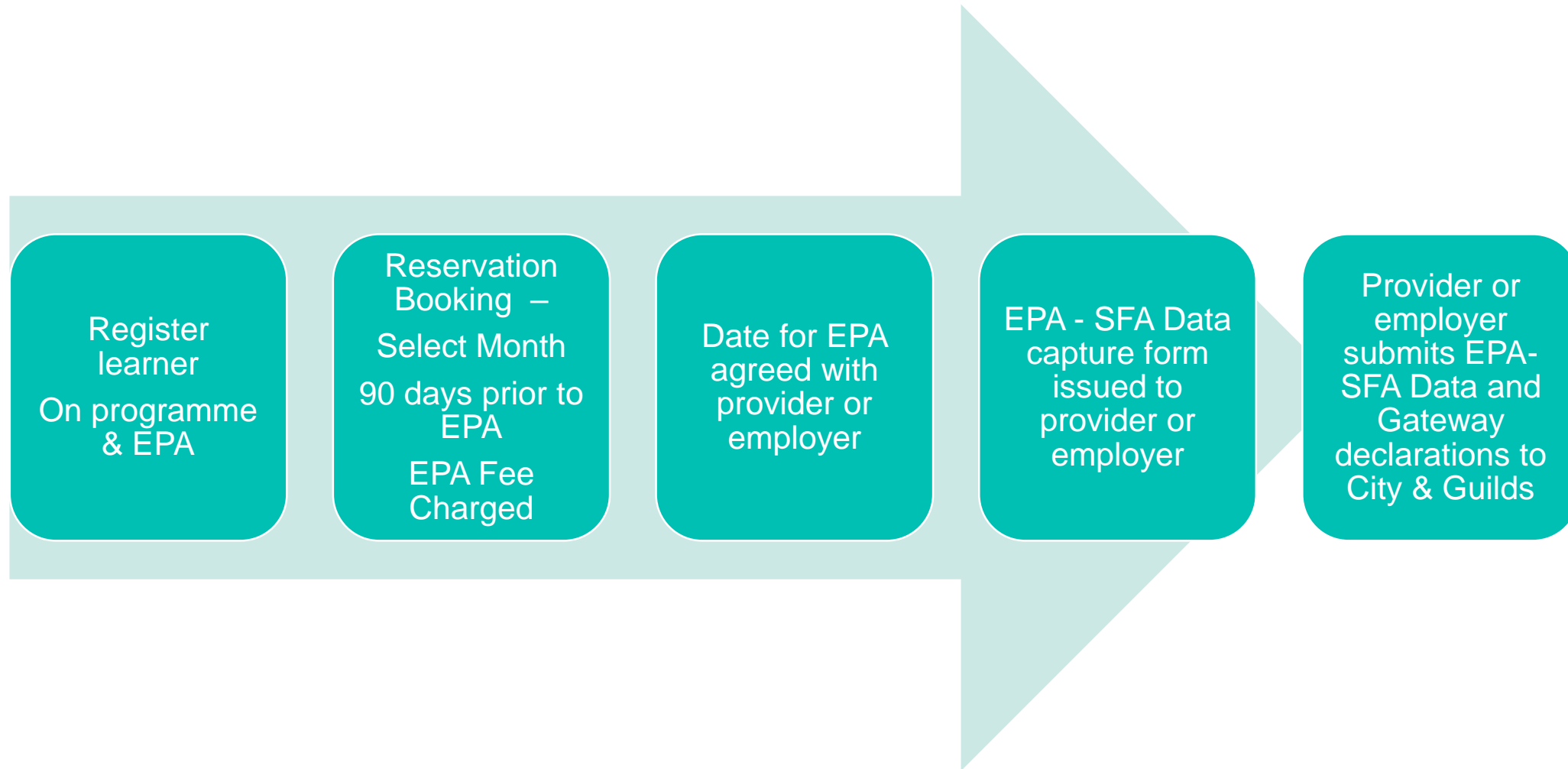


Approval process

- If you are a new C&G provider you will need to gain End Point Assessment Financial Approval.
- If you are a current City & Guilds centre you will also need to apply for End Point Assessment Approval for Customer Service Practitioner.
- If you would like to deliver the Customer Service Qualifications you will need to apply for Qualification Approval (QAP).
- The Assessment Pack will be available on the website once you have registered.
- If you are delivering the qualifications you must ensure that the staff are able to demonstrate they have the occupational expertise required.



End-Point Assessment registration process



Post Successful End-Point Assessment





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Become an Independent End-point Assessor



Home > Apprenticeships > New Apprenticeships Standard Offers > Become an Independent End Assessor

Become an Independent End-point Assessor

We are currently accepting applications from suitable candidates to become Lead and Independent End-point Assessors.

City & Guilds has been approved to deliver Independent End-point Assessments across a number of new Apprenticeship Standards.

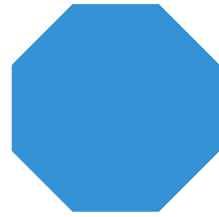
[Apply now](#)

[f](#) [t](#) [in](#)

NEW APPRENTICESHIPS STANDARD OFFERS

- Teaching & learning resources
- End Assessment service
- New Apprenticeship Standards

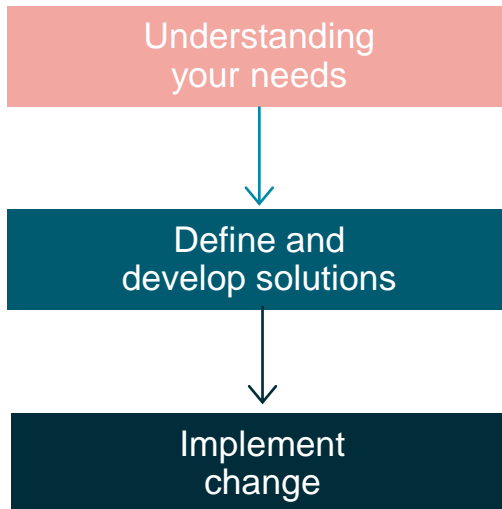




Next steps

And if you want to take things further with us...

Apprenticeship consultancy offer



Areas of apprenticeship consultancy and training

Audit your current Apprenticeship strategy

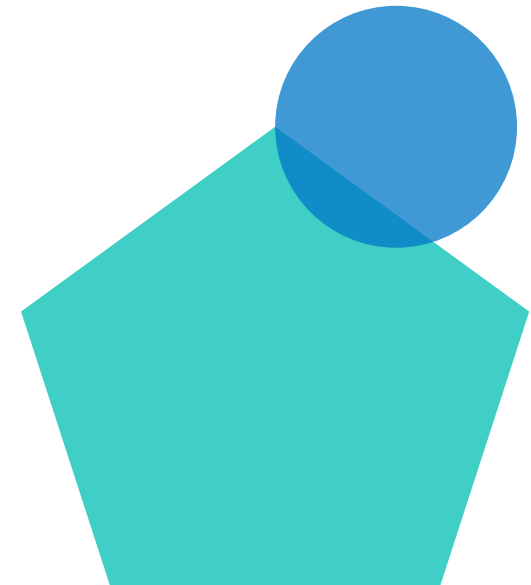
A root-to-branch audit that assesses your current strategy and identifies opportunities for growth. You'll receive an on-site consultation from a City & guilds apprenticeship specialist who has experience in commerce and further education.

Defining your apprenticeship offer

A carefully constructed plan defining your new strategy and providing a framework for implementation. Our consultants will draw up an improved offer that takes advantages of the new opportunities for growth.

Upskill your team

Expert-led training courses that equip your staff to deliver your new apprenticeship strategy. We offer five different courses to meet your needs around commercial development, contract negotiation, apprenticeship support, funding, and trainer coaching.

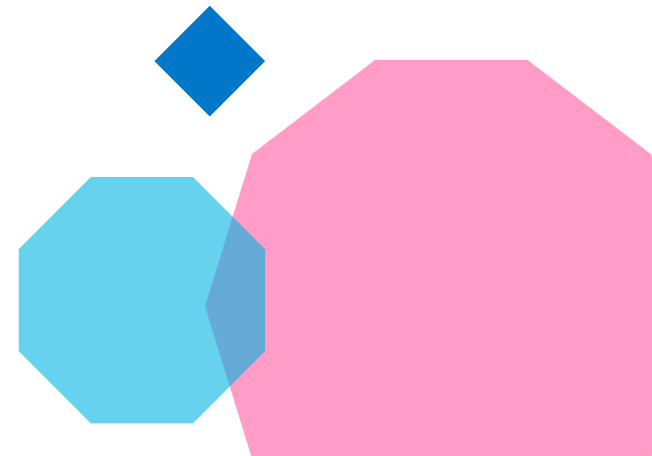


Support and resources available

Find all our past and upcoming workshops, webinars and events [here](#).

For further details, check our apprenticeship, consultancy and events pages on the City & Guilds website:

- <http://www.cityandguilds.com/apprenticeships>
- <http://www.cityandguilds.com/what-we-offer/centres/what-is-advance>
- <http://www.cityandguilds.com/what-we-offer/centres/improving-teaching-learning/events>



More useful resources

- [Provider/ Employer apprenticeship funding rules 2017/18](#)
- [Apprenticeship funding policy and funding bands sheets](#)
- [Register of Apprenticeship Training Providers](#)
- [Apprenticeship funding from May 2017 – policy paper](#)
- [Technical Funding Guidance](#)
- [Apprenticeship Standards](#)
- [Becoming an Employer/Training Provider Guidance](#)



Any questions?



Thank you

- Keep up to date – register for email updates:
<http://www.cityandguilds.com/what-we-offer/centres/email-updates>
- If you would like to be involved in the developments of the new qualifications contact:
businessskills@cityandguilds.com
- For additional information on the new Standards and how we can support your business, contact:
directsales@cityandguilds.com
- For additional information on End-Point Assessment contact: endpointassessment@cityandguilds.com

