

Manager

CASE STUDY



David Bevan



Learning & Development
Manager



Blue Chip



IT TECHINICAL SALES L3

What made the business choose to look at using apprenticeship programmes to support your staff development?

We have had 28 apprenticeships rolled out at Blue Chip over the last 15 years. 60% of these have been introduced since the apprenticeship levy incentive in 2017. We also wanted to address the fact that Blue Chip was starting to have an ageing work force as the average length of service was 17 years and the business has been established for 33 years.

How did you decide which people/areas of the business to focus on for apprenticeships?

We wanted to bring in junior salespeople as our sales team was very experienced and we were keen to mould and develop new starters.

How has the delivery of the programme for your people compared to your expectations?

This has been positive, the skills coaches have been great at taking the time to understand our business. They built a relationship with the learners and I can speak with any of the skills coaches on a 121 basis. It doesn't feel transactional, and the skills coaches went above and beyond the monthly expectations with relation to contact with our learners.

What impact has the business seen from the apprenticeship programmes undertaken so far?

There has been sales growth. The 2018 cohort are full self-sufficient and have more than demonstrate their profitability to the business. The first cohort got promoted from Sales Executives to Client Executives within an 18 month period. This shows the scope for development and growth within our wider business and the opportunity to progress. At the monthly reviews the skills coaches help embed the learning and link to Blue Chip, for example prospecting campaigns at Blue Chip. It was always made relevant to our business and the role the learners were in.

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What impact have you seen from individuals/commercially since starting the programme?

The learners have exceed their commercial targets and have become self sufficient in their roles.

What advice would you give to any organisations considering using apprenticeships for new starters or existing staff upskilling

I would say try and have a dedicate resource to support the learners. We have had a dedicated learning and development team to support the learners. It is a great way to develop people within the business. It can be aimed at individuals in any age and be open to it as it's a great way to upskill current staff which we have done at Blue Chip for a long time.