



# INTRODUCING PARETO'S NEW Customer Service APPRENTICESHIP

## LEVEL 2

Over the last 22 years Pareto has successfully trained over 100,000 sales and management professionals in the UK, Europe and beyond. We know that how you interact with clients, customers and even your immediate colleagues can have a huge impact on your brand's reputation.

Pareto's new Customer Service Level 2 Apprenticeship will combine the expertise of service industry bodies and the sales and management acumen that have made Pareto the leading UK sales training company, to make sure your customer-facing staff are a credit to your business.

### Overview of Pareto's Customer Service Level 2 Apprenticeship

*'Customer Service should not be a department, it should be the entire company'*  
- Tony Hsieh

We've all had that frustrating phonecall with an unhelpful bored-sounding call centre or visited a shop to find they know nothing about their own products. You've probably also made a grumble to a friend, or if you're really peeved gone on TripAdvisor or Google to write a scathing review. This is the risk posed by poor customer service.

Areas covered by Pareto's Customer Service Apprenticeship include regulations and legislation, product and service knowledge, influencing skills and dealing with challenges and conflict. This comprehensive course will ensure that your staff are thoroughly invested in your brand and its reputation and know how to preserve it through their interactions with your clients.



**DURATION: 12 MONTHS**, with 80% of learning achieved on the job, for optimum productivity.



### WHO IT'S A GOOD FIT FOR:

This apprenticeship is suitable for anyone in a service role, in any industry. Typical roles might include Customer Support Representative, Support Specialist, Member Services Representative and Support Technician.

The course can be tailored to suit employer business requirements, ensuring learners achieve their maximum potential and deliver the knowledge and skills their business needs. With 80% of learning on the job, this is a qualification designed to benefit all businesses, protecting brand reputation and ensuring client satisfaction.



### WHAT ARE THE ENTRY REQUIREMENTS?

The new apprenticeships are open to a wide range of learners, giving employers the power to choose their apprentices as long as some very basic criteria are met.

**An eligible person must be:** a citizen within the European Economic Area (EEA) or have the right of abode in the UK, and have been ordinarily resident in the EEA for at least the previous three years on the first day of learning. A non-EEA citizen with permission from the UK government to live in the UK, (not for educational purposes) and ordinarily resident in the UK for at least the previous three years before the start of learning.

For further details contact Pareto.



### CHALLENGES IN CUSTOMER SERVICE THAT THE LEVEL 2 ADDRESSES HEAD ON





Pareto's Customer Service Level 2 Apprenticeship includes every essential tenet of good customer service, including Organisational Policy Knowledge, Regulation and Legislation, Product and Service Knowledge, Professional Branding, Enhancing Customer Interactions, Dealing with Customer Conflict, Service Standards and Team Working. Since 80% of the learning is undertaken on the job, relevance and productivity for employers is optimised.

The Pareto Customer Service Level 2 Apprenticeship is a sound investment for any business who knows that their level of customer service is key to their growth and success.

# Customer Service APPRENTICESHIP LEVEL 2

PARETO'S UNIQUE TRAINING SOLUTION ENABLES CLIENTS TO CUSTOMISE THEIR PROGRAMME, AND IS DELIVERED THROUGH A BLEND OF TRAINING METHODOLOGIES, TO INCLUDE: CLASSROOM, DIGITAL eLEARNING, ONE TO ONE AND GROUP SESSIONS, WEBINARS AND TUTORIALS; ALL WITH ONGOING ASSESSMENT AND SUPPORT THROUGHOUT.



## BUILD...

Identify and Understand your Customers

Building the Customer Experience

Awareness of Customer Legislation and Regulation

Product and Service Knowledge



## DEVELOP...

Professional Brand

Customer Interactions

Impactful Customer Communications

Personal and Professional Development



## ENHANCE...

Responsibilities as a Customer Advisor

Service Standards

Dealing with Customer Conflict

Taking Ownership

Being a Service Team Member