

CUSTOMER AND PEOPLE LEADERSHIP LEVEL 3



Blended learning



Course duration

15 months (18 months with apprenticeship assessment)



EPA Organisation

Training Qualifications UK



Training time

Approx. 30 sessions



Funded learning

Funded via the Apprenticeship Levy



Apprenticeship level 3

OVERVIEW

The Customer and People Leadership qualification is designed to develop team leaders and supervisors working in customer focused environments.

It will allow learners to gain a Customer Service Specialist Apprenticeship, whilst building advanced expertise in delivering high quality service, managing customer relationships and influencing outcomes.

Alongside this, the programme develops leadership capability, focusing on managing people, driving performance and delivering consistent service standards across teams.

WHAT TO EXPECT

- As an apprentice, you will have approximately 30 educator sessions throughout the duration of your apprenticeship.
- You will see your educator every 3 weeks for your online sessions. These appointments will be used to discuss your progress, assign you tasks and prepare you for your apprenticeship assessment. Access to virtual learning modules, knowledge masterclasses, and our AI Smart videos will be available to aid with development.



LEVEL 3 CERTIFICATE

Alongside the apprenticeship, learners complete a CMI Level 3 **Certificate in First Line Management and Leadership**. Employers will have the option to tailor this certificate for their apprentice. This bespoke offering will allow for 3 units to be selected which will aid progression and development in the first line management role.

Such as:

Approaches to Managing and Leading People and Teams
Stakeholder Communication
Delivering organisational Activities

Learners undertaking the certificate will have access to **CMI Thrive** – a bespoke CPD platform as becoming a member of CMI.

With CMI Thrive you can:

- Build your knowledge with bite-sized resources you can use straight away.
- Get quick answers and support using an AI-powered assistance.
- Follow personalised learning pathways based on your goals
- Track your progress and evidence your professional development

TYPICAL JOB ROLES

- Team Leader
- Customer Service Supervisor
- Shift Supervisor
- Customer Service Manager
- Shift Supervisor
- Contact Centre Manager

ENTRY REQUIREMENTS

Individual employers may set their own entry requirements. The apprentice must already be employed for over 16 hours per week.

- If a candidate is 16-18 they must have achieved maths and English at Level 2 prior to completion of the course, this is something that can be completed with us if needed.
- If a candidate is 19-24 and hasn't achieved in Maths and English GCSE before enrolling, it is up to the employer to decide whether these qualifications should be attempted.
- The candidate must be employed in a suitable role.

COURSE CONTENT

Customer & Business Knowledge

Understand your team and customers, their journey, needs, and expectations. Apply business knowledge and customer insight to support a culture of excellent service.

Communication Skills

Communicate effectively with customers, stakeholders and teams and balance customer needs with business priorities and performance targets.

Problem-Solving and Conflict

Handle challenges, conflict and problem-solving in customer environments. Use knowledge and interpersonal skills to influence positive outcomes.

Performance & Continuous Improvement

Monitor and evaluate customer service team performance, identifying opportunities for improvement. Apply feedback and learning to enhance the quality of service.

Professionalism & Behaviours

Demonstrate ownership, responsibility, and professional conduct. Lead and motivate customer focused teams and promote equality.

APPRENTICESHIP ASSESSMENT

The apprenticeship assessment includes:

- Practical observation with Q&A
- Work based proect, supported by an interview
- Professional discussion supported by portfolio of evidence

ADDED VALUE - AI SMART

Heart of England Training is helping learners and employers stay ahead with artificial intelligence.

Through our AI Smart approach, part of the HOET Knowledge Boost, every apprentice develops practical AI skills that can be applied directly in the workplace. Learners are trained to use AI tools effectively and responsibly, helping them solve real business challenges, drive innovation, and add measurable value to your organisation.

We also offer AI-led videos aimed at employers to help explain elements of the apprenticeship and guide people through the process seamlessly.

What are the benefits?

- Flexible, adaptive learning to meet learner and workplace needs
- Confidence using AI to work smarter and more efficiently
- Digital capability that keeps your workforce ahead
- Gain knowledge through online resources that can be applied to real-life situations

EMPLOYER & LEARNER SATISFACTION

97%

of Apprentices would recommend us*

99%

of Employers would recommend us*

