

Apprenticeship Standard: Senior Financial Services Customer Advisor Level 3 Advanced Apprenticeship

Overview

This new Apprenticeship Standard has been created by leading financial services employers, Professional Institutes and training providers for the financial services profession to ensure an apprentice develops the relevant Knowledge, Skills and Behaviours to succeed and progress in their roles and your business.

The Standard will align to a Level 3 professional qualification and uses an innovative and flexible approach to demonstrating competency. The ambition of the new Standard is to encourage access to the financial services profession through the delivery of a high quality programme which is fit for purpose for performance in the workplace. This Standard will replace the existing apprenticeship Level 3 Providing Financial Services frameworks.

Trailblazer Group

The employer Trailblazer Group that created this Standard included: Barclays, Cambridge Building Society, Canada Life, Geoban, HSBC, Leeds Building Society, Lloyds Banking Group, Nationwide Building Society, Santander, TSB Bank, Royal Bank of Scotland, Skipton Building Society, Virgin Money.

Key Facts:	
Duration	Standard guideline: 15 to 18 months (min. 12 months) Timeframes are flexible depending on the employer and/or the apprentice's ability to be successful on the programme.
Study Mode	<p>BPP Professional Education can provide flexible study methods towards these qualifications including:</p> <ul style="list-style-type: none"> • Online Classroom (recorded) • Online Classroom Live (real time) or a mix of both <p>All BPP programmes are supported by our award winning Virtual Learning Environment.</p> <p>All programmes are delivered using BPP Momentum, at the heart of which is the Achievement Ladder, enabling BPP to provide unrivalled levels of proactive support to all of our learners.</p>
Entry Requirements	<p>Eligibility Criteria Standard Guideline:</p> <p>Level 2 Maths and English (equivalent to GCSE grade C or above), ideally as part of 5 GCSE A-C grades or other comparable qualifications. Apprentices without English or Maths at Level 2 must achieve this prior to the completion of the Level 3 Apprenticeship.</p> <p>Employers have the flexibility to set their own minimum entry requirements and may want to increase their criteria.</p>
Costs	£9,000

Role Suitability

Duties that this role could be asked to perform in line with the employer's needs include (but are not limited to):

- Understanding customer needs and meeting those needs with the right products and services e.g. type of bank account/credit card/loans/insurances
- Promoting new digital services to encourage customers to use these channels
- Proactively calling customers to deepen relationships
- Resolving tricky complaints, working with other areas of the organisation to meet customer needs.

Employer Requirements

- Provide the apprentice with full-time paid employment and an employment contract (30 hours+ per week).
- Ensure that this apprenticeship is an appropriate programme for the learner. The apprentice must be either a) new to role, or b) in an existing role but where significant new knowledge and skills are needed.
- Ensure the job allows the apprentice to gain the wider employment experience necessary as part of the Apprenticeship Standard, including providing the apprentice with paid time to attend off-the-job training and to complete all aspects their apprenticeship.

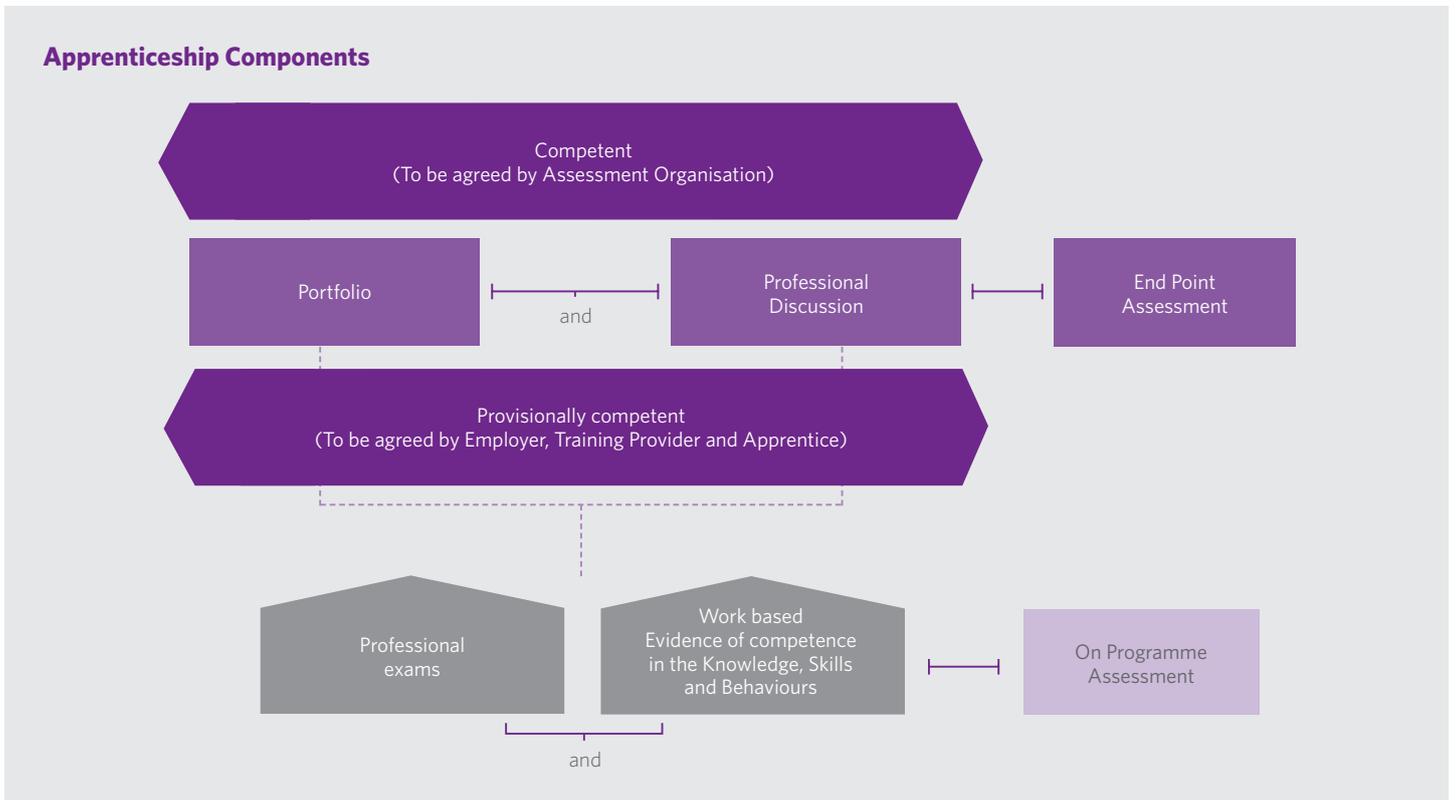
Key Facts:	
Knowledge	<p>The professional qualification included can be chosen from the following:</p> <ul style="list-style-type: none"> Chartered Banker Institute: Professional Banker Certificate; Professional Banker Diploma; Certificate in Complaint Handling; Certificate in Offshore Banking Practice Chartered Insurance Institute: Certificate in Insurance Chartered Institute of Securities & Investment: Investment Operations Certificate <p>Note: Further qualifications not offered by BPP are also included within this Standard.</p>
Skills and Behaviours	<p>Apprentices needs to be able to demonstrate the following Skills and Behaviours to meet the Standard:</p> <ul style="list-style-type: none"> Customer Relationship Management Delivering Results Teamwork Communicating & Influencing Problem Solving Continuous Improvement Personal Development Honesty & Integrity Flexibility Resilience

Apprentice Requirements

- Work in a relevant role for a minimum of 30 hours per week.
- Must not hold an existing Level 4 (or above) qualification or must demonstrate that the prior qualification is sufficiently different, that the learner has started a new role, that this apprenticeship is required and that a significant amount of new learning is needed.
- Must satisfy all other eligibility criteria as defined in the Apprenticeship Funding Rules and the entry criteria set by the employer.

BPP Support

Both the apprentice and employer will be supported by a team of Programme Advisors and Skills Coaches who will ensure the apprentice completes the Knowledge, Skills and Behaviours required and is ready to sit the End Point Assessment.



Apprenticeship Components

On Programme Assessment:

Ensures the apprentice is making good progress towards achieving competency in the Knowledge, Skills and Behaviours of an Financial Services Customer Advisor. At BPP Professional Education the apprentice will gain a recognised Level 3 qualification and all the examinations must be passed before sitting the End Point Assessment.

End Point Assessment:

Typically taken in the last 2-3 months of the apprenticeship, and should only be attempted when the Employer, Apprentice and BPP Skills Coach decide the apprentice is provisionally competent and prepared for success. The End Point Assessment consists of two elements:

1. A portfolio of work completed during the End Point Assessment stage:

This could be from a range of evidence and will be compiled by the apprentice. The most appropriate types would be identified through discussion with the Employer, Training Provider and Apprentice, taking into account the job role and internal systems and processes.

2. Professional Discussion:

The purpose of the Professional Discussion is to:

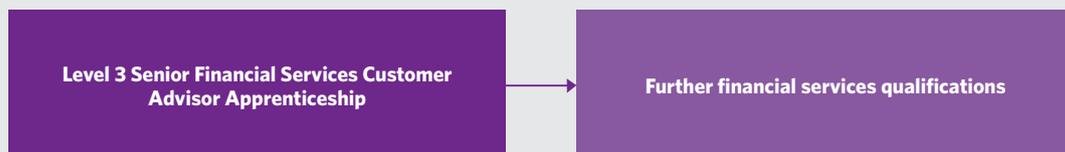
- Explore evidence for areas of the Standard that are best done face to face e.g. the softer skills such as communication
- Clarify any questions that the Assessment Organisation has about the evidence submitted in the Portfolio e.g. application of the knowledge in the role
- Discuss how the apprentice has progressed in their role, what they have done and their approach to work
- Provide the basis for the Assessment Organisation to make the decision about the grade to be awarded.

Grading:

There will be 2 levels of achievement within this apprenticeship: Pass and Distinction. A Distinction will be awarded using an assessment matrix - based entirely on the End Point Assessment. The apprentice will have to achieve a minimum of 18 distinction marks (from the total of 40 Learning Outcomes), from the Skills and Behaviour competencies with at least 1 distinction mark from each of the 9 competencies. (The knowledge competencies are considered as pass or fail, with no distinction differentiator.)

Progression Route

On completion of this Senior Financial Services Customer Advisor Level 3 Apprenticeship the apprentice has the opportunity to undertake additional study and that could count towards the completion of the professional institutes higher qualifications.



Business benefits of the new Apprenticeship Standards (created by Trailblazer Groups)



Designed by employers, for employers:

To ensure they meet the needs of your sector/industry.



A simpler approach:

The previous, complex apprenticeship frameworks have been streamlined and employers are able to utilise existing internal systems and processes.



More relevant:

The Knowledge, Skills and Behaviours are more relevant to roles in the sector.



Improving the standard of apprentices:

The new Standards build on the strengths of the old frameworks with Skills, Behaviours and Qualifications that ensure apprentices are well-rounded and able to perform better in their roles.



Flexible:

The assessment format can be flexible based on what is best suited to the individual or most relevant to the job role.



Widening access to the professions:

Giving opportunities to those who may previously not have access to these professions and increasing the diversity in your workforce to provide a more well-rounded client solution.



Talent attraction tool:

The new Standards provide a strong proposition of qualifications and work-based learning to appeal to new talent.

To incorporate apprenticeships into your business, contact our expert team:

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✉ corporate@bpp.com

🌐 bpp.com/apprenticeships



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