

CAMBRIAN TRAINING COMPANY

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# CUSTOMER SERVICE & RETAIL SKILLS APPRENTICESHIPS

*Delivering sector leading qualifications  
for the industry >>*



**SUPERVISION**

*Leadership*

positive  
impression

*Retailers*

Products

Service desks

*Management*

**CUSTOMER SERVICE**

**Apprenticeships**

Call  
Centre  
Staff

**RETAIL SKILLS**

Sale of  
goods

*Purchase*

greeting

*Sales*

Assistants  
processing payments

Merchandising

**APPRENTICESHIPS**

# Customer Service & Retail Skills Apprenticeships...

**Customer service** is the provision of service to customers before, during and after a purchase. The importance of customer service may vary by product or service, industry and customer. A customer service experience can change the entire perception a customer has of the organisation.

Employers across all sectors are giving increasing attention to the quality of service they provide to customers. This focus is being driven by the demands of customers who have increasingly higher expectations alongside a more individualised service.

**Retail** is the sale of goods and services from individuals or businesses to the end-user. Retailers are part of an integrated system called the supply chain. A retailer purchases goods or products in large quantities from manufacturers directly or through a wholesale, and then sells smaller quantities to the consumer for a profit.

Retailing can be done in locations like stores, shops or markets, door-to-door or by delivery or Online retailing, a type of electronic commerce used for business-to-consumer (B2C) transactions and mail order, are forms of non-shop retailing.

Learning through apprenticeships can help staff develop skills that are essential to create a successful career in the industry.

## Apprenticeship Qualifications Available:

- \* Level 2 & 3 in Customer Services
- \* Level 2 & 3 in Retail Skills

## What is an Apprenticeship?

An apprenticeship is a way for young people and adult learners alike to earn while they learn in employment, while gaining a vocational qualification and a real future. Hiring apprentices or training existing staff will help your business to grow your own talent by developing a motivated, skilled and qualified workforce.

An apprenticeship is a programme of learning and qualifications, completed in the workplace that provides employees with the skills, knowledge, confidence and competencies they need to progress in their chosen career or industry.

We believe the key to apprenticeships is providing high quality training that will benefit both apprentices and employers in the workplace.

## Where do they take place?

Most of the training is 'on the job' within the workplace. To achieve an apprenticeship, employees will need to build a portfolio of evidence via an e-portfolio system which shows that they are competent.

Our Training Officers will visit on a regular basis and carry out assessments while your employee, carries out their routine tasks at work. All work produced will be signposted so that employers data will be fully protected. There will also be a knowledge element to all apprenticeships which can be generated through assessment, written questions or can be recorded digitally.

## Who are they for?

Apprenticeships are available whether you are being employed as an apprentice in a new job or as part of training at your existing workplace. These programmes are part funded by the European Social Fund through the Welsh Government.

**Please contact us to find what level of funding you are eligible for via email: [info@cambriantraining.com](mailto:info@cambriantraining.com)**

**T: 01938 555893 | E: [info@cambriantraining.com](mailto:info@cambriantraining.com)**



## **Level 2 Foundation Apprenticeship in Customer Services**

This qualification is tailored for staff who are responsible for delivering Customer Service and interact directly with the Customer, for example sales or retail staff, staff working on service desks and call centre staff. General tasks involve greeting customers, presenting a positive impression of yourself and your organization. Deal with customers face to face or by telephone or process customer service information, deliver reliable customer service, handle problems and develop & improve customer service

## **Level 3 Apprenticeship in Customer Services**

This qualification is tailored for those who are responsible for the delivery of customer service, but also have to monitor and develop the quality of customer service given, and who may be in charge of their own department or team. General tasks involve organising the promotion of products & services, organise the delivery of customer service, monitor and solve customer service problems, process customer service complaints, lead teams to improve customer service, gather, analyse & interpret customer feedback.

At level 3, the observations in your portfolio will be supported by work products generated as part of your day to day work activities. These may include items such as 'to do lists', or checklists produced to organise the work of other staff and copies of memos/letters from managers and customers.



**99% of our employers  
confirmed that  
apprenticeships fully  
matched their business  
training needs**



## **Level 2 Foundation Apprenticeship in Retail Skills**

This qualification is tailored for those who work in the retail industry for example general sales assistants & product experts. General tasks involve sales& product knowledge, processing payments; order/receive stock, merchandising, customer service, product expertise for example bakery, butchery, beauty products.

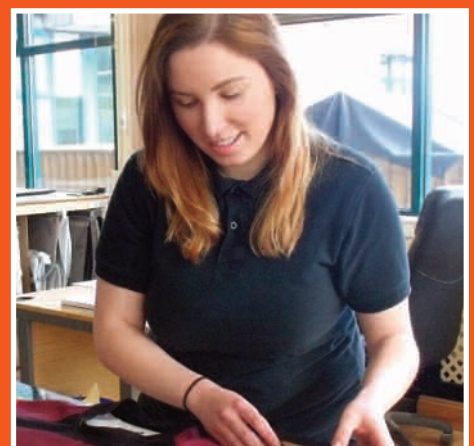
## **Level 3 Apprenticeship in Retail Skills**

This qualification is tailored for those who are responsible for the delivery of retail services and who may be in charge of their own department or team for example supervisor, first line manager, department manager, owner/manager.

There are 3 categories for this level;

- Retail sales professional
- Retail Visual merchandising
- Retail Management.

General tasks will involve organizing staff, stock management, product expertise, sourcing, merchandising, management & leadership, finance & administration.



**100% of our learners have expressed they enjoyed their apprenticeship learning journey**

# CUSTOMER SERVICE & RETAIL SKILLS APPRENTICESHIPS.....

**Initial Assessment & Induction Paperwork**  
To start an apprenticeship with CTC, you will first need to take a literacy & numeracy assessment to enable us to assess your existing level and then provide the appropriate level of support.  
We will then discuss your apprenticeship route to make sure it matches your needs.  
We will then take some personal details and identification to complete your application.

**Apprenticeship Framework**  
Your apprenticeship consists of several elements:  
OCF Portfolio  
Technical Certificate  
Essential Skills  
Rights and Responsibilities  
Health & Safety  
You will be visited regularly by your Training Officer who will assess, support and provide guidance in your workplace.

**Certification**  
Upon completion of your apprenticeship framework and all its elements, you will receive your certificates of achievement.  
You will receive a framework certificate, as well as a certificate for each certified qualification element.

## INDUCTION



## DELIVERY



## CERTIFICATION & PROGRESSION

**Learning Plan & Set Up**  
In order to make sure your learning goes to plan, we create an individual learning plan, while giving you access to the following online platforms;

- E-portfolio
- Essential Skills
- Health & Safety Level 2

By using online platforms and the latest technology, you can access your learning 24/7.

You will need an email address to access these platforms.

**Support & Ownership**  
Our qualified training team will be on-hand to support you throughout your learning journey.  
You have complete ownership of your learning and are responsible for building an e-portfolio of evidence towards your qualification.

Online resources are available to help you study and learn. There are also opportunities to attend and compete at various events and competitions, e.g. Worldskills Competitions

**Progression**  
Your learning journey doesn't have to stop here...

You have acquired new skills and knowledge and may want to progress further?

Ask your Training Officer today for progression details.

## APPRENTICESHIP DELIVERY FLOWCHART

# PRENTISIAETHAU GWASANAETHAU CWSMERIAID A SGILIAU ADWERTHU....

**Aseiad Cychwynnol a Gwaith Papur Cynefino**  
Er mwyn dechrau prentisiaeth gyda Chwmni Hyfforddiant Cambrian, bydd angen i chi wneud aseiad lythrennedd a rhifedd yn y lle cyntaf i'n galluogi i asesu'ch lefel bresennol ac yna darparu'r lefel gefnogaeth briodol.

Wedyn, byddwn yn trafod eich llwybr prentisiaeth i wneud yn siŵr ei fod yn bodloni'ch anghenion.

Wedyn, byddwn yn cymryd rhai manylion personol a thystiolaeth adnabod i gwblhau'ch cais

**Fframwaith Prentisiaeth**  
Mae'ch prentisiaeth yn cynnwys sawl elfen:

- Portffolio QCF
- Tystysgrif Dechnegol
- Sgiliau Hanfodol
- Hawliau a Chyfrifodebau Iechyd a Diogelwch

Bydd eich Swyddog Hyfforddiant yn ymweld â chi'n gyson i asesu, cefnogi a rhoi arweiniad yn eich gweithle.

**Cyflwyno Tystysgrif**  
Byddwch yn cael tystysgrifau o gyflawniad wrth i chi gwblhau'ch fframwaith prentisiaeth a'i holl elfennau.

Byddwch yn cael tystysgrif fframwaith, yn ogystal â thystysgrif ar gyfer pob elfen gymhwyster ardstyiedig.

## CYNEFINO

**Cynllun Dysgu a Sefydlu**  
Er mwyn gwneud yn siŵr fod eich dysgu'n mynd yn ôl y bwriad, rydyn ni'n creu cynllun dysgu unigol, wrth roi mynediad i'r platfformau ar-lein canlynol i chi ar yr un pryd:

- E-bortffolio
- Sgiliau Hanfodol
- Iechyd a Diogelwch Lefel 2

Trwy ddefnyddio platfformau ar-lein a'r dechnoleg ddiweddaraf, gallwch droi at eich dysgu 24 awr y dydd, saith niwrnod y r wythnos. Bydd angen cyfeiriad e-bost arnoch i droi at y platfformau hyn.

**Cefnogaeth a Pherchnogaeth**  
Bydd ein tîm hyfforddi cymwys wrth law i'ch cefnogi ar hyd eich taith ddysgu.

Chi sy'n berchen ar eich dysgu'n llwyr a chi sy'n gyfrifol am adeiladu e-bortffolio o dystiolaeth tuag at eich cymhwyster.

Mae adnoddau ar-lein ar gael i'ch helpu chi i astudio a dysgu.  
Ceir cyfleoedd hefyd i fynychu a chystadlu mewn amryw ddiwyddiadau a chystadlaethau, e.e. Cystadlaethau Worldskills.

## CYFLWYNO

## CYFLWYNO TYSTYSGRIFAU A DILYNI

**Dilyniant**  
Nid oes rhaid i'ch taith ddysgu stopio fan hyn...

Rydych chi wedi magu sgiliau a gwybodaeth newydd ac efallai byddwch chi eisiau symud ymlaen ymhellach?

Gofynnwch i'ch Swyddog Hyfforddiant heddiw am fanylion symud ymlaen.

**PRENTISIAETH  
SIART LIF CYFLWYNO**

## Prentisiaeth Sylfaen Lefel 2 mewn Gwasanaethau Cwsmeriaid

Mae'r cymhwyster hwn wedi'i deilwra i staff sy'n gyfrifol am gyflwyno Gwasanaethau Cwsmeriaid ac sy'n rhyngweithio'n uniongyrchol â'r Cwsmer, er enghraifft staff gwerthu neu adwerthu, staff sy'n gweithio ar ddesgiau gwasanaeth a staff canolfannau galwadau. Mae'r tasgau cyffredinol yn golygu cyfarch cwsmeriaid, cyflwyno argraff gadarnhaol ohonoch chi'ch hun ac o'ch sefydliad. Delio â chwsmeriaid wyneb yn wyneb neu dros y ffôn neu brosesu gwybodaeth gwasanaethau cwsmeriaid, cyflwyno gwasanaeth cwsmeriaid dibynadwy, trafod problemau a datblygu a gwella'r gwasanaethau cwsmeriaid.

## Lefel 3 Prentisiaeth mewn Gwasanaethau Cwsmeriaid

Mae'r cymhwyster hwn wedi'i deilwra i'r rheiny sy'n gyfrifol am gyflwyno gwasanaethau cwsmeriaid, ond sydd hefyd yn gorfod monitro a datblygu ansawdd y gwasanaethau cwsmeriaid a roddir, ac a allai fod yng ngofal eu hadran neu dîm eu hunain. Mae'r tasgau cyffredinol yn cynnwys trefnu hyrwyddo cynhyrchion a gwasanaethau, trefnu cyflwyno gwasanaethau cwsmeriaid, monitro a datrys problemau gwasanaethau cwsmeriaid, prosesu cwynion gwasanaethau cwsmeriaid, arwain timau i wella gwasanaethau cwsmeriaid, casglu, dadansoddi a dehongli adborth y cwsmeriaid.

Ar lefel 3, bydd yr arsylwadau yn eich portffolio'n cael eu cefnogi gan gynhyrchion gwaith a grëwyd fel rhan o'ch gweithgareddau gwaith o ddydd i ddydd. Gallai'r rhain gynnwys eitemau fel 'rhestrau pethau i'w gwneud' neu restrau gwirio a luniwyd i drefnu gwaith staff eraill a chopïau o femoranda/llythyrau gan reolwyr a chwsmeriaid.



**99% o'n cyflogwyr wedi  
cadarnhaodd  
prentisiaethau yn  
cydweddu ag  
anghenion hyfforddi'r  
busnes**





## Prentisiaeth Sylfaen Lefel 2 mewn Sgiliau Adwerthu

Mae'r cymhwyster hwn wedi'i deilwra i'r rhai sy'n gweithio yn y diwydiant adwerthu, er enghraifft cynorthwyr gwerthu cyffredinol ac arbenigwyr ar gynhyrchion. Mae'r tasgau cyffredinol yn cynnwys gwerthu a gwybodaeth am gynhyrchion, prosesu taliadau; archebu/derbyn stoc, marsiandïaeth, gwasanaethau cwsmeriaid, arbenigedd ar y cynnyrch, er enghraifft pobyddiaeth, cigyddiaeth, cynhyrchion harddwch.

## Prentisiaeth Lefel 3 mewn Sgiliau Adwerthu

Mae'r cymhwyster hwn wedi'i deilwra i'r sawl sy'n gyfrifol am gyflwyno gwasanaethau adwerthu ac a allai fod yng ngofal eu hadran neu dîm eu hunain, er enghraifft goruchwyliwr, rheolwr llinell cyntaf, rheolwr adran, perchennog/ rheolwr.

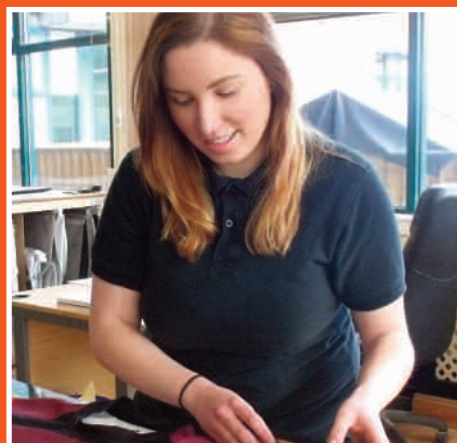
Ceir 3 chategori ar gyfer y lefel hon;

- Gweithiwr gwerthiant adwerthu proffesiynol
- Marsiandïaeth Adwerthu Weledol
- Rheolaeth Adwerthu.

Bydd y tasgau cyffredinol yn cynnwys trefnu staff, rheoli stoc, arbenigedd ar gynnyrch, prynu i mewn, marsiandïaeth, rheolaeth ac arweinyddiaeth, cyllid a gweinyddu.



**Mae 100% o'n dysgwyr wedi mynegi iddynt fwynhau eu taith dysgu prentisiaeth**



# Prentisiaethau Gwasanaethau Cwsmeriaid a Sgiliau Adwerthu...

**Gwasanaethau cwsmeriaid** yw darparu gwasanaethau i gwsmeriaid cyn, yn ystod ac ar ôl prynu rhywbeth. Gall pwysigrwydd gwasanaethau cwsmeriaid amrywio yn ôl cynnyrch neu wasanaeth, diwydiant a chwsmer. Gall profiad gwasanaethau cwsmeriaid newid yr amgylchedd cyfan sydd gan gwsmer o'r sefydliad.

Mae cyflogwyr ar draws pob sector yn rhoi sylw cynyddol i ansawdd y gwasanaeth a ddarparant i gwsmeriaid. Caiff y ffocws hwn ei yrru gan ofnyon y cwsmeriaid a chanddynt ddisgwyliadau cynyddol uwch ochr yn ochr â gwasanaeth sy'n teilwra'n fwy i unigolion.

**Adwerthu** yw gwerthu nwyddau a gwasanaethau gan unigolion neu fusnesau i ddefnyddiwr. Mae adwerthwyr yn rhan o system integredig a elwir yn gadwyn gyflenwi. Bydd adwerthwr yn prynu nwyddau neu gynhyrchion mewn symiau mawr yn syth gan y cynhyrchwyr neu drwy gyfanwerthwr, ac yna'n gwerthu symiau llai o faint i'r defnyddiwr am elw.

Gellir adwerthu mewn mannau fel siopau mawr, siopau bach neu farchnadoedd, o ddrws i ddrws neu adwerthu trwy ddanfon neu ar-lein – mae math o fasnach electronig a ddefnyddir ar gyfer trafodion o fusnes i ddefnyddwyr ac archebu trwy'r post yn ffurfiau o adwerthu heb fod mewn siop.

Gall dysgu trwy brentisiaethau helpu staff i ddatblygu sgiliau sy'n hanfodol i greu gyrfa lwyddiannus yn y diwydiant.

## Cymwysterau Prentisiaeth Sydd Ar Gael:

- \* Lefel 2 a 3 mewn Gwasanaethau Cwsmeriaid
- \* Lefel 2 a 3 mewn Sgiliau Adwerthu

## Beth yw Prentisiaeth?

Mae prentisiaeth yn ffordd i bobl ifanc ac oedolion sy'n ddysgwyr i ennill cyflog wrth ddysgu yn eu gwaith, gan ennill cymhwyster galwedigaethol a dyfodol gwirioneddol ar yr un pryd. Bydd cyflogi prentisiaid neu hyfforddi'r staff presennol yn helpu'ch busnes i fagu ei ddoniau ei hun trwy ddatblygu gweithlu uchel ei gymhelliant, medrus a chymwys.

Mae prentisiaeth yn rhaglen ddysgu a chymwysterau, a gwblheir yn y gweithle sy'n darparu'r sgiliau, y wybodaeth, yr hyder a'r cymwyseddau y mae ar weithwyr eu hangen i symud ymlaen yn eu dewis gyrfa neu ddiwydiant.

Credwn mai'r allwedd i brentisiaethau yw darparu hyfforddiant ansawdd uchel a fydd o fudd i brentisiaid a chyflogwyr yn y gweithle.

## Ble cânt eu cynnal?

Gwneir y rhan fwyaf o'r hyfforddiant 'wrth weithio' yn y gweithle. Er mwyn cyflawni prentisiaeth, bydd angen i'r gweithwyr adeiladu portffolio tystiolaeth trwy system e-bortffolio sy'n dangos eu bod yn gymwys.

Bydd ein Swyddogion Hyfforddi'n ymweld yn gyson ac yn cynnal asesiadau wrth i'ch gweithiwr gyflawni ei dasgau arferol yn y gwaith. Bydd yr holl waith a gynhyrchir yn cael ei gyfeirio er mwyn i ddata'r cyflogwr gael ei ddiogelu'n llawn. Bydd elfen wybodaeth i bob prentisiaeth hefyd y gellir ei chreu trwy asesiad, cwestiynau ysgrifenedig neu gellir ei recordio'n ddigidol.

## I bwy maen nhw?

Mae prentisiaethau ar gael, p'un a chewch eich cyflogi fel prentis mewn swydd newydd neu fel rhan o hyfforddiant yn eich gweithle presennol. Ariennir y rhaglenni hyn yn rhannol gan Gronfa Gymdeithasol Ewrop trwy Lywodraeth Cymru.

**Cysylltwch â ni i ganfod pa lefel cyllid rydych chi'n gymwys amdani trwy'r e-bost: [info@cambriantraining.com](mailto:info@cambriantraining.com)** (mae rhaglenni a ariennir yn llawn ond ar gael i bobl 16-24 oed ar bob lefel ac Uwch Brentisiaethau i bob oedran)

**F: 01938 555893 | E: [info@cambriantraining.com](mailto:info@cambriantraining.com)**



**GORUCHWYLLAETH**

*Fawrnyddiaeth*

argraff  
gadarnhaol

*Furvesthwyg* Cynhyrchion

*Geolaeth*

oddesgiau gwasanaeth

**GWASANAETHAU CWSMERIAD**

**Prentisiaethau**

**SGILIAU ADWERTHU**

qwerthu  
nwyddau

Staff

Canolfannau

Galwadau cyfarch

*Gwesthu* arbœnigwyr

prosesu taliadau

*Prynu*

Marsianaediaeth

**PRENTISIAETHAU**



# PRENTISIAETHAU GWASANAETHAU CWSMERIAID A SGILIAU ADWERTHU

*Cyflwyno cymwysterau blaengar y  
sector ar gyfer y Diwydiant >>*

