

# Essential Skills & Knowledge

## The Advanced Certificate Qualification

Who is this for?

- Excited by a university qualification that recognises your management skills?
- Looking for a comprehensive understanding of customer contact operations?
- Need a solid foundation for operational knowledge and skills?
- Want to ensure you have no critical knowledge or skill gaps?
- Build skills in a wider team, to avoid gaps when current managers move on

### Advanced Certificate

#### Introductory Course

- Essential Knowledge
- Practical Skills

#### Virtual Learning Environment

- Work-based projects & reviews
- Tutorials, mentoring & support
- Access online learning resources
- Virtual discussion & networking

#### External visits & benchmarking

- See how other organisations work
- Bring back new ideas
- Develop benchmarking skills
- Focus on practical learning

#### Assignments & Presentation

- Regular short reports
- End of course on-line presentation
- Highlight learning & achievement
- Share learning with other students

### A solid foundation for effective performance

This is the start point for a planning or analysis career; the programme also provides essential skills for operational or customer experience management and for team leaders. Blending best practice, practical research and academic rigour, the programme introduces all the key elements for effective performance in your role through three modules:-

- Introduction to your role
- Customer Contact Operations
- Innovation & Change Project

### Significant Business Benefits

Commencing with essential skills training, students benefit from mentoring and support to make practical suggestions and improvements during the 5-month development programme.

Managers comment on the value of new ideas and approaches which students are able to bring into their operation, despite being new to role in many cases.

The programme includes work-related benchmarking and process reviews as well as the change project. Written assessments, in the style of business reports, also help students develop key skills.

### Virtual Learning

Primarily using online resources, with regular telephone tutorials or web meetings, material is distributed on a weekly basis. Students will be directed to recommended reading, videos or other resources and encouraged to participate in The Forum's regular best practice activities.

*"I've developed my analysis skills ....  
Its enabled me to look at my business  
differently and I have identified how  
we can improve"*

**Claire Richardson**  
Performance & Process Manager,  
Worcestershire County Council

*"It's a new lens to look at the way we do  
things and consider a new approach.  
Through the course I now have a network  
of support"*

**Mark Anderson**  
Schedule Analyst,  
The AA