

30 September 2011

Press Release

CRC WAIVES APPRENTICESHIP FEES DURING NATIONAL CUSTOMER SERVICE WEEK

Cambridge Regional College is celebrating National Customer Service Week next week with a great offer for employers – waiving all fees for new apprentices in the sector.

The offer could save companies up to £700 if they commit to an apprenticeship programme during next week's special event.

“Good customer service is more and more important to businesses, especially when times are tough,” said Sue Nunn, CRC's Programme Area Manager for business services. “It is one of the most popular apprenticeships we run as it covers such a wide range of industries.

“We are celebrating Customer Service Week with a present to businesses who may be keen to take on a new apprentice but struggling temporarily with the cost. The offer is also a great opportunity to upskill existing staff who are also eligible for apprenticeship funding - apprentices can now be any age.”

The College runs a very successful Customer Service Apprenticeship programme with 70 learners currently in organisations, including Addenbrooke's Hospital – which has just won a top 50 place in the national Call Centre and Customer Service awards.

“An investment in customer service brings huge benefits to business and taking on an apprentice is one of the most cost-effective ways to improve the public face of a company – if customers are happy they will keep coming back,” said Sue.

Set-up fees for apprenticeship programmes usually cost between £300 and £700, but they will be waived completely for companies signing up for a business or hospitality service apprenticeship throughout next week, from 3 to 9 October.

To find out more, contact 01223 418778 or email training@camre.ac.uk

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MEDIA ENQUIRIES

For more information, please contact Lynn O’Shea, Communications & PR Manager, on 01223 418773 or email loshea@camre.ac.uk

NOTES TO EDITORS

Cambridge Regional College is one of the largest providers of full-time further education for 16 to 19 year-olds in the eastern region. The College has more than 4,000 full-time and 6,000 part-time students. Students come in from a 40-mile radius, covering Cambridge and its surrounding villages, eastern Bedfordshire, northern Essex and western Suffolk. Over 80 per cent of full-time students are aged 16 to 18 years old and come to the College after secondary school; the rest are mature students, studying on a range of Access to Higher Education and vocational programmes. The College offers the largest and most comprehensive range of vocational courses in Cambridgeshire, and has one of the largest work-based learning contracts in the Eastern Region.