

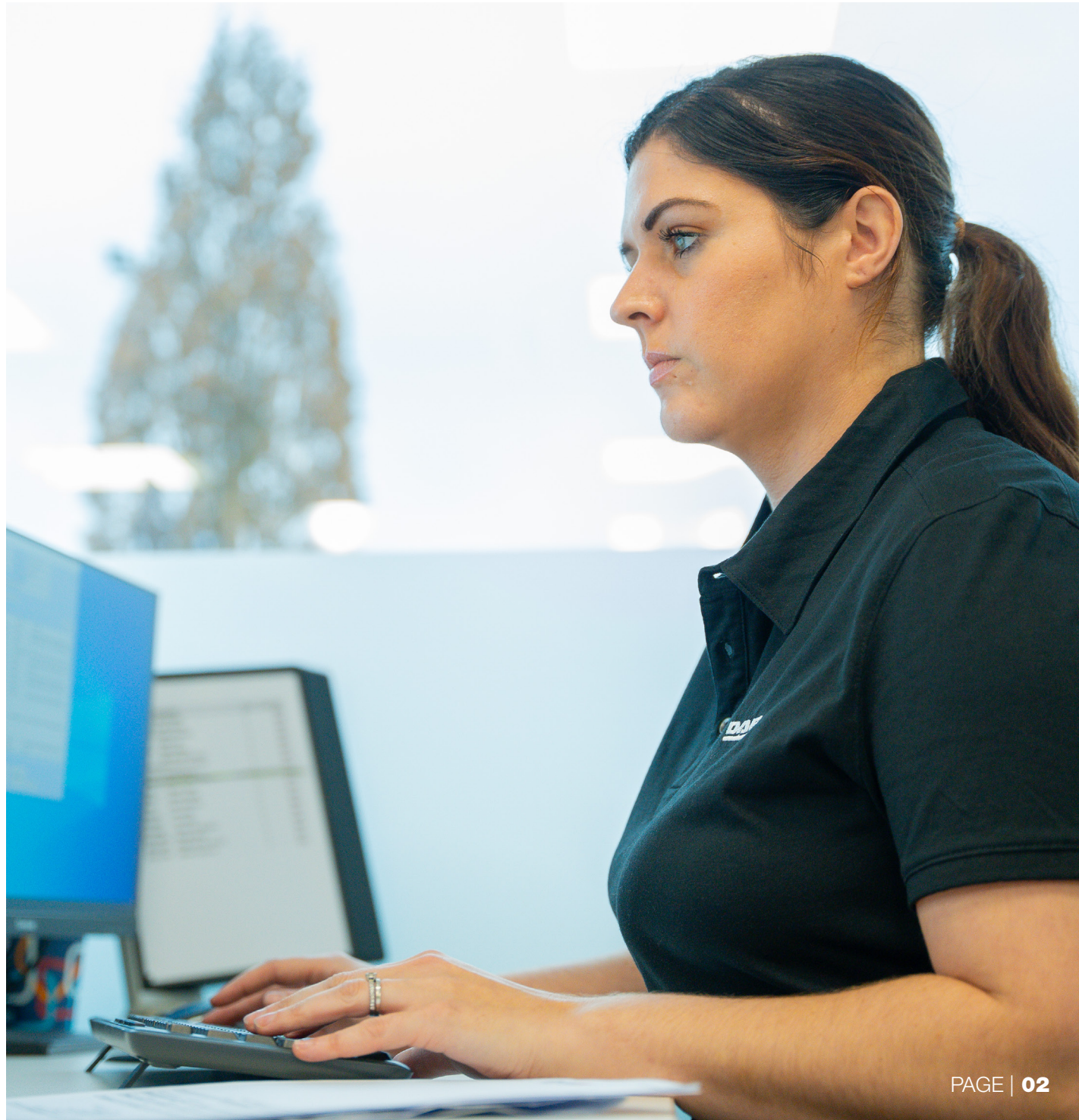
DAF Trucks UK Service Advisor Apprenticeship



Contents

PAGE:

- 3** Introduction
- 4** Do You Have What It Takes?
- 5** What Qualifications Will You Gain?
- 6** What's Included?
- 7** What You Can Expect



INTRODUCING THE DAF DEALER CUSTOMER SERVICE APPRENTICESHIP

DAF sets industry benchmarks for performance, productivity, and aftersales service. As the sole major commercial vehicle manufacturer in the UK, our Leyland factory produces over 15,000 vehicles annually, with DAF accounting for one in every three new trucks registered in the UK.

The rapid technological advancements in modern trucks necessitate exceptional training for those involved in service and maintenance. DAF provides comprehensive training for Service Advisors, equipping them with in-depth product technical knowledge and customer service skills to ensure top-tier performance for customers within the DAF dealer network. Customer Service Apprentices will engage in a blended training programme that includes virtual group sessions, online self-study, and workplace activities supported by their Skills Coach.

Face-to-face training occurs at DAF's purpose-built Training Centre Facility, complemented by bespoke eLearning modules and on-the-job training at dealerships. The programme, tailored specifically for Service Advisors, emphasizes brand values, customer retention, and superior customer service support.

Apprentices will also train in a simulated Service Reception, featuring dedicated computer facilities for online exercises that mimic an operational Service Department. The Level 3 Advanced Apprenticeship spans 15 months, during which Apprentices are employed full-time at a DAF Dealership and earn a wage while obtaining industry-leading qualifications.

Month 1: Welcome to DAF, Introduction to the Programme, sector, and job role

Month 2: Understand the Automotive Work Environment

Month 3: Delivering a Positive Impression

Month 4: Service Reception at its Best

Month 5: Providing a Quality Experience

Month 6: Delivering a Business Focused Service

Month 7: Safety and Maintenance for Service Advisors

Month 8: Culture and Environmental Awareness

Month 9: Essential skills for Service Advisors

Month 10: Working in Partnership

Month 11: Business Knowledge

Month 12: Processing Payments

Month 13: Positive Customer Experience

Month 14: NGD Introduction for Service Advisors

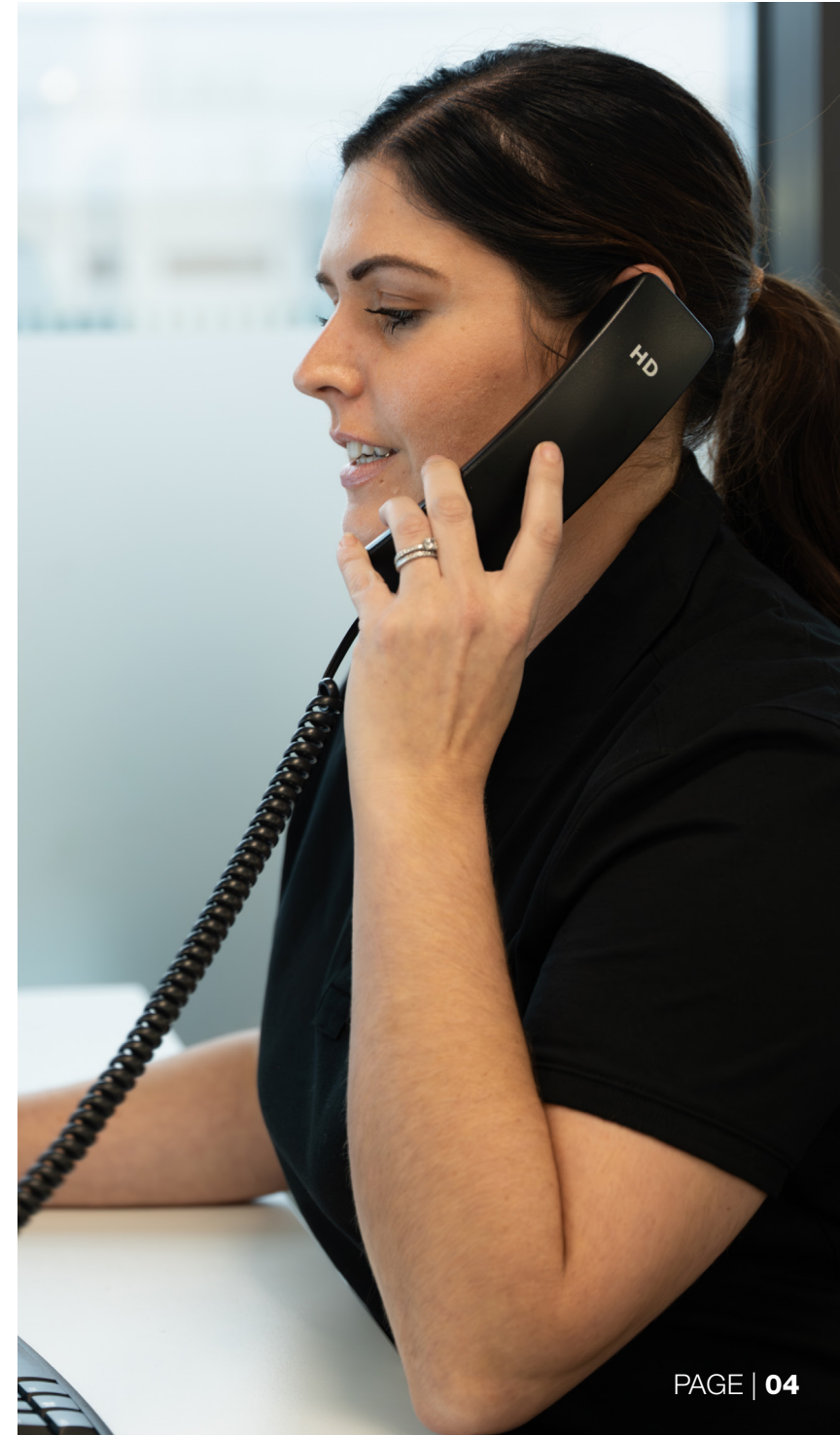
Month 15: End Point Assessment preparation



Do You Have What It Takes?

AS A SERVICE ADVISOR, YOU WILL:

- Play a pivotal role within the dealership, interacting with sales, service, parts, and customers.
- Engage directly with customers, providing specialist advice and administrative support.
- Create exceptional customer experiences.
- Develop comprehensive knowledge of the full range of DAF products and services.
- Offer expert advice and support to both customers and internal colleagues.
- Build and maintain strong customer and business relationships.
- Serve as a brand ambassador for DAF.



What Qualifications Will You Gain?

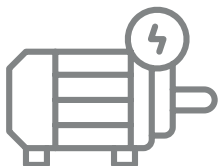
UPON COMPLETING THE PROGRAMME, YOU WILL EARN:



an Apprenticeship Completion Certificate



Qualifications in English and Maths



solid foundation for an exciting career in the motor industry



What's included?



All academy tuition fees covered



All uniform to be worn whilst at the academy



All meals whilst at the academy



All accommodation costs whilst at the academy



All travel costs to the academy



All Skills Coach visits



Industry leading vehicles, tools and diagnostic equipment



You will be paid a competitive wage whilst gaining industry-leading qualifications!



On average, our apprentices benefit from a financial advantage of £120,000 over those pursuing university degrees over the same comparable period.



What Can You Expect?

As a full-time employee, you will earn a wage while gaining industry-leading qualifications. Post-Apprenticeship, you will be encouraged to further develop your skills and knowledge through our advanced training programmes at DAF Academy. The DAF Apprenticeship Programme offers ongoing career progression and continued professional development through our specialist manufacturer training programmes.

APPLICANTS MUST:

- ✓ Be at least 16 years old and not in full-time education.
- ✓ Have Maths and English GCSE grades 4-9 or equivalent.
- ✓ Complete an online application and interview with our dedicated recruitment specialists.



We are looking for the next generation of DAF Service Specialists to join our award-winning programme.



Contact DAF

ApprenticeshipsUK@DAFTrucks.com

Call our Recruitment Team

DAFApprenticeships@Skillnet.org.uk

0800 035 3448

www.daf.co.uk