

# APPRENTICESHIP CASE STUDY



**Callum  
McFarland**

**Customer Service**

After completing school, Callum went to sixth form and completed his A-levels. He didn't feel university was the right destination for him so started an apprenticeship as an apprentice technician. After a year, he felt he hadn't progressed and didn't feel he was learning enough, so went onto car valeting, working in different garages around the North East. Callum decided he wanted something more challenging, so began working in a warehouse. Again, he realised that this wasn't challenging enough for him, and that made him decide that he wanted to pursue a career in the motor trade. He applied for a Level 2 Customer Service apprenticeship as a Customer Service Parts Advisor with Wardell Autoparts in Darlington. The manager was so impressed with Callum that they offered him the job straight after the interview.

He really enjoyed the apprenticeship, however, both Callum and his employer found the original training provider wasn't co-operating with them. That's when they decided to use Learning & Skills for the apprenticeship training. Callum progressed brilliantly in his apprenticeship. The role suits him well as he has a keen interest in the motor trade. He enjoys the fast-paced customer service environment as well as dealing with different people every day. Callum said he is much happier having a career that he can progress in, rather than just a job.

The course has helped Callum perform better in his job role and understand a whole new side to Customer Service. He's learned that it's about building relationships and adapting how you deal with people in order to provide a better service for the customer. The course has helped Callum learn how to be efficient and effective in his job role. Callum successfully passed his End Point Assessment and achieved a distinction.

Callum's hard work and efforts led his Apprenticeship tutor to nominate him in the Vocational Excellence category of the Stronger Community Awards 2022, where he was one of three finalists shortlisted for the award. Callum attended the awards ceremony at the Dolphin Centre and was presented with his finalist certificate.

The feedback from Wardell Autoparts has always been brilliant and he continues to improve with experience. They are particularly impressed with Callum's ability to deal with challenging customers. When Callum first started, several customers refused to deal with Callum and would only deal with other members of staff; but it didn't take long for Callum to win them over and gain their trust. Now, these customers specifically ask to deal with Callum. He has shown great enthusiasm and dedication to the company and often goes over and beyond to help, for example offering to take on new roles, coming in early, and staying behind after work. He is an extremely valuable member of the team and the employer rewarded Callum's efforts by promoting him to company Purchase Ledger.



TEES VALLEY MAYOR

