

# EE Parliamentary briefing: EE Apprenticeships



## About EE

EE is the UK's most advanced digital communications company and the first in Britain to offer superfast 4G mobile services alongside fibre broadband. Our aim is to deliver the best network and the best service to our 27 million customers so they trust us with their digital lives.

## Background

EE employs 15,000 people throughout the UK: in our high street stores, eight contact centres and three corporate centres of excellence. We want to build the skills of young people across the country and build talent for our business and the industry in our local communities. This is particularly important as several of our contact centres are in areas of higher than average youth unemployment. Therefore, **we commit to employing 1,300 apprentices by 2015, and aim to offer fulltime employment to the majority of those who complete their training.** We have also announced that we will onshore 1,000 customer service and sales jobs to the UK as part of our ambition to provide the best service in the UK.

All of our EE Apprentices:

- Train on site for 15 months, with one day a fortnight spent at their local college
- Attain a nationally recognised NVQ qualification
- Earn well above the Apprenticeship National Minimum Wage and some also earn commission
- Do not require any previous work experience or qualifications and receive additional literacy and numeracy training if needed
- Most apprentices are 18-24 years old although we have a minority aged 16-18

## EE Customer Apprenticeships

Six of our established contact centres already run the EE Customer Apprenticeships. Our recruits complete a Level Two Apprenticeship in Customer Centre Operations (Scotland, Level Three) and engage regularly with EE customers. They learn how to solve problems, work with a team in a fast-paced environment and are trained to use IT and soft skills to provide excellent customer service.

## EE Retail Apprenticeships

The EE Retail Apprentice scheme is now live across all of our retail regions. Our retail apprentices are at the frontline of our business and will often be a customer's first interaction with EE. They learn about excellent customer service, sales, stock management and team working. Like all of our retail staff, the EE apprentices will be trained to be an expert in one of the main mobile operating systems. Retail Apprentices are awarded at Level Two.

## EE Corporate Apprenticeships

We have also introduced a Level Three Apprenticeship in Business Administration which are run in our corporate centres. Apprentices work in a variety of roles including Sales, HR and Finance and earn well above the Apprenticeship NMW. We also offer Corporate Apprentices a 6 week behavioural development programme, quarterly commercial acumen modules and quarterly stretch assignments to improve their problem solving, test knowledge, team-work and presentation skills.