



# EMPLOYER CASE STUDY

**catch  
22**

## APPRENTICESHIPS DRIVING DIVERSITY IN RECRUITMENT

@HML we see apprenticeships as a key part of our overall recruitment and social mobility strategy. We passionately believe that as a large employer we have a responsibility to the next generation of workers. They are key to helping us keep our business relevant and innovative.

## CORPORATE RESPONSIBILITY – HOW APPRENTICESHIPS CAN GIVE YOU THE EDGE WITH YOUR YOUNGER CUSTOMERS

Fresh generation brings us a fresh set of ideas! This helps us innovate and remain relevant. Our customer base evolves over time too and our apprentices help us shape our service offering to their particular generation.

## BRINGING IN NEW TALENT

We quickly identify those apprentices that have talent and a future in our organisation. Many come in with a sound working ethic, work hard and show us they have some 'spark'. We have ended up retaining over 95% of the apprentices that we have recruited and they are now developing and progressing through our organisation.

## SHAPING THE NEXT GENERATION BY TRAINING STAFF IN YOUR CULTURE

I'm a believer that people learn by experience. As our managers get to understand how apprenticeships work, the learning journey and the results they buy into the methodology and encourage others to uptake various opportunities available!

**Richard Scott** (HML Group)



## CATCH22 APPRENTICE

“Working with Catch 22 to deliver our Customer Service apprenticeship has enabled us to drive diverse talent with fresh thinking into the business, whilst shaping them to embrace our organisational culture. Catch 22 provide constant support to both the apprentices and organisation and are producing top talent apprentices.”

Zoe Coates, Vodafone UK

“I wanted to work for a big company and Vodafone/Catch 22 gave me the chance. I chose to do this apprenticeship as I enjoy helping people so customer service was the best one for my needs.”

Jak Megram (Vodafone)

## APPRENTICESHIP EXPERIENCE



I'd say my greatest achievement so far during my apprenticeship is to get to the end of it; despite not always hitting target I made it to the end of the year and was offered a full time role.

Benjamin Joel Charles Lloyd  
Sales & Principal of Sales (Numex FX Ltd)

I am more confident and more independent. My customer service skills have improved substantially.

Matthew Smith  
Level 2 Customer Service Practitioner  
(The AA)

I have developed many skills during this apprenticeship including ICT skills involving excel which is very helpful for my job. I have also developed a skill which I think has helped me grow as a person if I am going to achieve the goals I want. I am now confident, self-motivated and I know there is a balance between work and home life which needs to be separated.

May Stone  
Level 2 Business Administration (Ace Parts)

The apprenticeship has helped me gain a better understanding of my job role and how important it is to provide good customer service and what implications it can have on the business. Realising how important it is that I do my job efficiently has encouraged me to delve deeper to understand more which in turn has made me more confident in what I do. This has helped me to confidently advise others and clearly articulate any thoughts that I have.

Krystal McDonald  
Level 3 Customer Service (Experian)

FOR MORE INFORMATION PLEASE CONTACT OUR APPRENTICESHIP TEAM

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