



## CASE STUDY

### Customer Profile

Partnership Development Solutions (PDS) is an Apprenticeship consultancy operating in the ICT and telecoms sectors. They work in partnership with clients to create apprentice programmes to meet their skill needs.

### Solution

- BTECs
- BTEC Apprenticeships
- Key Skills and functional skills
- QCF Awards, Certificates and Diplomas
- Bespoke qualifications

### Outcome

- 95% retention of PDS' clients
- Employer mapping enables individual employers to target qualifications to staff at correct level
- Edexcel brand supports PDS to bid for new business
- Ongoing support means PDS understands new and emerging qualifications, enabling them to work closer with their employers

### The customer

Partnership Development Solutions (PDS) is a hands-on Apprenticeship consultancy who operate in the ICT and telecoms sectors. With prestigious clients such as O2, Ericsson, Vodafone and Cable & Wireless, PDS help their clients improve business performance, productivity and profitability through the development of new talent.



### The challenge

PDS was looking for an educational service provider that had an excellent track record supporting the delivery of telecommunications qualifications. It was very important to select an organisation who had a good understanding of the telecommunications sector and a complete understanding of the qualifications.

Telecommunications is a very diverse sector, ranging from field technicians to office-based staff and PDS needed a broad range of Apprenticeship programmes to meet their needs.

In addition, PDS was seeking a company who could offer extra support, technical advice and support around standard verifiers.

“Our clients have seen fantastic benefits from introducing Edexcel’s qualifications into their business. One of our client’s boasts a customer completion rate of 96% and a customer complaint rate of 0%, since completing their Apprenticeship programme. Furthermore, 95% of our business is from repeat customers – demonstrating Edexcel’s qualifications are what they want.”

**David Willett**

Director, Partnership Development Solutions

[www.pdsolutionsltd.com](http://www.pdsolutionsltd.com)

## The solution

PDS chose to deliver Edexcel’s qualifications through Pearson Work Based Learning exclusively, because Edexcel could offer a unique solution encompassing qualifications and an excellent support package.

They were attracted to Edexcel’s qualifications because they offer excellent progression routes and flexibility, with learners being able to advance through the levels and to mix and match courses at different levels simultaneously. This gives both the learner and employer the flexibility to study at the level that best suits them.

Additionally, PDS felt Edexcel’s brand and reputation would be an advantage when pitching for new business: David Willett, Director of Partnership Development Solutions commented: “We selected qualifications from Edexcel because Edexcel is a stable awarding organisation with a strong brand name. When we speak to clients, we don’t need to introduce Edexcel, everyone knows who they are. The brand name behind the qualifications supports our bid for new business.”

Pearson Work Based Learning offered PDS a range of BTEC Apprenticeship and QCF qualifications, including advanced and higher apprenticeship frameworks and their associated qualifications, to approximately 200 learners. They also provide a range of bespoke qualifications.

## The outcome

David Willett said: “Our clients have seen fantastic benefits from introducing Edexcel’s qualifications into their business. One of our client’s boasts a customer completion rate of 96% and a customer complaint rate of 0%, since completing their Apprenticeship programme. Furthermore, 95% of our business is from repeat customers – demonstrating Edexcel’s qualifications are what they want.

“We’ve had fantastic support from Pearson Work Based Learning across the organisation, which this year has helped us to win two pieces of new business. Pearson helped us understand the new QCF framework so that we could work closer with our employers, and deliver some of the knowledge-based certificate elements of the Apprenticeships.

“We have been impressed with the range and high standard of training and events, such as the BTEC Apprenticeship road show, which gave us an excellent understanding of the new BTEC Apprenticeship framework.

“We recommend using Pearson Work Based Learning as we’re very satisfied with the service, support and Edexcel’s range of qualifications,” concluded David Willett.

## Contact

Telephone: 0844 576 0045

Email: [wbl@pearson.com](mailto:wbl@pearson.com)

Web: [www.pearsonwbl.com](http://www.pearsonwbl.com)

Pearson is the world’s leading learning company. Our portfolio includes Penguin, Dorling Kindersley, the Financial Times and our educational business, Pearson International. In the UK, our education business includes Longman, Heinemann and Edexcel and we combine 150 years of experience.

Pearson Work Based Learning encompasses Edexcel and BTEC qualifications as well as our wide range of Pearson resources and technology solutions.