

Raising the profile of Apprenticeships in Adult Social Care

Hollie works full-time for Alzheimer's and Dementia Support Services (ADSS) and started 7 months ago as Quality Development and Assurance Manager



Hollie completes her **Level 3 Data & Business Insights Apprenticeship** in January 2027 and chose this apprenticeship as she was interested in doing data related tasks, and enjoyed these tasks when she was at school.

How does ADSS feel the apprenticeship program has benefited Hollie? *Hollie has flourished with confidence in her role as our Data Technician. She has really worked on both her interpersonal skills with staff and service users, this has helped her to feel confident in asking questions around processes and data collecting. Her course has helped her to recognise methods and processes of cleaning data, merging documents together and implementing changes to developments of our CRM system Salesforce. Her insight into the purpose of her role has already developed considerably and she has become a valued and reliable*

member of the organisation.

What have been the benefits to the organisation? Having Hollie join our team has allowed us to focus on other important aspects of service development and quality assurance. She has also been able to absorb the service enhancements on our CRM, then show us these developments. I believe this course is helping upskill Hollie's confidence in communication and also our data insights at a more efficient and timely manner.

Have there been any challenges supporting apprentices? - We did experience a delay in getting Hollie on to her course as there were set times cohorts were started, however I also think having 3 months prior to starting her course allowed Hollie to settle in role and learn about her responsibilities and expectations.

Overall, what would you like to say about undertaking an apprenticeship Hollie? *"I think I have had a growth in confidence as I will ask questions to people who I probably would not have before. I have gained a deeper understanding of what goes into making a report and why you must be precise or it will not show you all the data. I have learnt the process of making changes in salesforce from a developer point of view. During my course I have learnt a lot of processes like cleaning data, merging two documents together. Turning a word document into an excel document. I also have gained confidence on knowing what changes need to happen as the more I get to know the teams for example the dashboards I created for each team to be on the home page of salesforce. I have enjoyed meeting everyone, with their different personalities, I like that no day is the same".*

Reflection – "It has been a pleasure having Hollie join our team, she is a pleasure to manage and it's great seeing her learn and share her ever growing knowledge".

[Click here](#) to find out more about how KCC can support you with apprenticeships and also provide levy funding if you don't pay levy, or if you do but your funds have all been allocated.

To find out more about apprenticeships visit the Skills for Care pages [here](#) or email kentregisteredmanager@kent.gov.uk