



Customer Service Practitioner

Apprenticeship Standard

This Level 2 Apprenticeship will equip you with the knowledge, skills and behaviours required to successfully and confidently work in a customer service role.

Associated roles: Receptionists, call centre staff, sales support, face-to-face agents, aftercare customer service. specialist roles with significant customer interactions.

Roles and Responsibilities

The role of the Customer Service Practitioner is to deliver high quality products and services to the customers of the organisation.

Your core responsibilities will be to deliver a high quality service to customers which may include one-off or routine contact. Your actions will influence the customer experience and their satisfaction with your organisation. You may be dealing with orders or payments, offering advice, guidance or support, meet and greet, sales, fixing problems, aftercare, service recovery or gaining insight through measuring customer satisfaction. You may be the first point of contact for your organisation.

On completion, you will have achieved the **Level 2 Customer Service Practitioner Apprenticeship** and **Level 1 Functional Skills in English and maths**.



Level 2 Customer Service Practitioner Apprenticeship Standard



Who is it for?

Apprenticeships are open to anyone in England over the age of 16 and not in full time education. Apprenticeships can also be for new or existing employees.



Duration

Between 12-15 months. The first 12 months will be 'in learning' where the knowledge, skills and behaviours needed are developed. The final 3 months will be used to complete the EPA.



Delivery

Tutor-led remote and face-to-face training and portfolio building. You will also have observations and training with your training consultant.

TOPICS COVERED DURING TRAINING

To develop the knowledge, skills and behaviours required for this Standard you will cover topics such as: knowing your customers and understanding the organisation, meeting regulations and legislation, systems and resources, your role and responsibility, customer experience, product and service knowledge. Skills required include: interpersonal skills, communication, influencing skills, personal organisation and dealing with customer conflict and challenges. Developing self, being open to feedback, teamworking, equality and right first time, are the behaviours required.

GATEWAY AND END POINT ASSESSMENT (EPA)

We will work with you and your employer to decide when it is time to start your EPA. You will enter 'Gateway' and be prepared and supported by us for the three components. You will complete your apprenticeship when the EPA has been achieved.

- **Apprentice Showcase** - 65% - This is a reflective portfolio evidencing all of your skills and behaviours.
- **Practical Observation** - 20% - You will be observed in your workplace to demonstrate your skills
- **Professional Discussion** - 15% - This is a structured discussion between you and an independent assessor. It will establish your understanding of the skills, knowledge and behaviours evidenced in your portfolio.

PROGRESSION OPPORTUNITIES

Depending on the development of your role there are a number of options:

- Level 3 Customer Specialist
- Level 3 Business Administration
- Level 3 and 5 Team Leader/ Management options

