

Apprenticeship Standard: Customer Service Practitioner Level 2

Who is the programme for?

Those who are in or starting roles with a responsibility to provide high quality customer service to customers, delivered from the workplace, digitally or through going out into the customer's own locality. It is likely that you will be dealing with orders, payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, after care, service recovery or gaining an insight through measuring customer satisfaction. You may be the first point of contact and work in any sector or organisation type. You will demonstrate excellent customer service skills and behaviours as well as the product and/or service knowledge. You provide service in line with the organisation's customer service standards and strategy within appropriate regulatory requirements. Your customer interactions may include; face-to-face, telephone, post, email, text and social media.

Duration?

This Apprenticeship is designed to be delivered over 12-14 months.

How is it delivered?

You will be assigned a tutor who will plan an individual learning programme with you. Your tutor is responsible for training and supporting you to ensure that you have the knowledge and skills to be able to successfully undertake your end point assessment. You will have regular tutorials each month and you will be asked to complete daily/weekly activities using learning resources that are provided for you. During your programme, we will collect evidence of the 'Off The Job' training you receive during your programme, which can include; online learning; completing activities and questions; work shadowing; mentoring and a range of other activities that can be completed whilst still being within your workplace and which should take place within your working hours. Your manager will be asked to support you with this before you start your programme.

Entry requirements?

You should be aged 16 or over and be working or applying to work with a company where you will be in a role that enables you to have exposure to the responsibilities identified at the beginning of this document. There are no formal qualifications required but you will need to have a minimum standard of level 1 English in order to cope with the requirements of this programme. If you don't already have a level 2 English and/or Maths qualification, we will train and support you to achieve this as part of your programme. Those with any level of prior education including degrees may wish to apply and we will check your eligibility and suitability.

Progression?

Depending on your circumstances, you may wish to progress on to a level 3 Customer Service or Leadership and Management programme.

Cost?

Apprenticeship Levy paying companies can use their Levy to cover the full cost of training and end point assessment. Companies who do not pay the Apprenticeship Levy will contribute 10% of the full value of the programme, the balance (90%) is contributed by government. Contact us to confirm the value.

Contact Us

Contact us using the details below and we can provide you with further information and discuss how to apply.

What will my programme cover?

We have summarised some key elements below. A full set of standards can be provided upon request.

Knowledge	Includes the following content...
Knowing your customers	Understand who your customers are (internal/external) and their needs.
Understanding the organisation	Know the purpose, core values and 'brand promise' of the business. Understand internal policies and procedures including complaint procedures.
Meeting regulations and legislation	Know the legislation and regulatory requirements that affect your business and your responsibility in relation to this.
Systems and resources	Know how to use systems, equipment, technology and types of measurement and evaluation tools to monitor customer service.
Your role and responsibility	Know your targets, role and responsibility within your organisation.
Customer experience	How establishing the facts enable you to create a customer focused experience. Understand how to build trust.
Product service and knowledge	Understand your organisation's products or services and keep up-to-date.
Skills	
Interpersonal skills	How to use a range of questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations and achieves positive engagement and delivery.
Communication	Use appropriate communication skills during face-to-face and non-facing customer interactions.
Influencing skills	Provide clear explanations and options to help customers make choices.
Personal organisation	Prioritise workload/activity and work to meet deadlines.
Dealing with customer conflict and challenge	Demonstrate patience and calmness. Show you understand the customer's point of view. Use sign-posting or resolution to meet customers needs.
Behaviours/Attitude	
Developing self	Take ownership for keeping your knowledge and skills up-to-date. Consider personal goals and development that would help you to achieve them.
Being open to feedback	Act on and seek feedback from others.
Team working	Communicate and work consistently with others in the interest of helping customers efficiently.
Equality	Treat customers as individuals to provide a personalised service.
Presentation - dress code/professional language	Demonstrating pride in the job through: dress and positive language.
"Right first time"	Use communication to establish clearly what customers require.

End Point Assessment

A Pass or Distinction outcome is available on this programme. To successfully complete, you will need to pass your End Point Assessment where you will be assessed using the following methods:

- Apprenticeship showcase: a portfolio of evidence against the standards reflecting your development.
- Practical observation: 1 hour - Covering presentation, equality, interpersonal skills, communication and personal organisation.
- Professional discussion: 1 hour - Covering the full range of standards within the programme.