



Apprenticeship Standard for Customer Service Practitioner Level 2



Occupational Profile

The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. Your core responsibility will be to provide a high-quality service to customers which will be delivered from the workplace, digitally, or through going out into the customer's own locality. These may be one-off or routine contacts and include dealing with orders, payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, after care, service recovery or gaining insight through measuring customer satisfaction. You may be the first point of contact and work in any sector or organisation type.

Your actions will influence the customer experience and their satisfaction with your organisation. You will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to your customers. You provide service in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements. Your customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.



Entry Requirements

Apprentices will be required to have or achieve Level 1 or higher in English and Maths.

Duration

Typically this apprenticeship will take 15 – 21 months

Requirements: Knowledge, Skills and Behaviours

Knowledge	
Knowing your customers	Understand who customers are. Understand the difference between internal and external customers. Understand the different needs and priorities of your customers and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective.
Understanding the organisation	Know the purpose of the business and what 'brand promise' means. Know your organisation's core values and how they link to the service culture. Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation.
Meeting regulations and legislation	Know the appropriate legislation and regulatory requirements that affect your business. Know your responsibility in relation to this and how to apply it when delivering service.
Systems and resources	Know how to use systems, equipment and technology to meet the needs of your customers. Understand types of measurement and evaluation tools available to monitor customer service levels.
Your role and responsibility	Understand your role and responsibility within your organisation and the impact of your actions on others. Know the targets and goals you need to deliver against.
Customer experience	Understand how establishing the facts enable you to create a customer focused experience and appropriate response. Understand how to build trust with a customer and why this is important.
Product and service knowledge	Understand the products or services that are available from your organisation and keep up-to-date.



Skills

Interpersonal skills	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 verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions. Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand.
Influencing skills	Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation.
Personal organisation	Be able to organise yourself, prioritise your own 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 appropriate sign-posting or resolution to meet your customers' needs and manage expectations. Maintain informative communication during service recovery.

Behaviours / Attitudes

Developing self	Take ownership for keeping your service knowledge and skills up to date. Consider personal goals and propose development that would help achieve them.
Being open to feedback	Act on and seek feedback from others to develop or maintain personal service skills and knowledge.
Team Working	Frequently and consistently communicate and work with others in the interest of helping customers efficiently. Share personal learning and case studies with others, presenting recommendations, and improvement to support good practice.
Equality – treating all customers as individuals	Treat customers as individuals to provide a personalised customer service experience. Uphold the organisations core values and service culture through your actions.
Presentation	Demonstrate personal pride in the job through appropriate dress and positive and confident language.
"Right first time"	Use communication behaviours that establish clearly what each customer requires and manage their expectations. Take ownership from the first contact and then take responsibility for fulfilling your promise.



Teaching and assessment methods for vocational qualification

- Dependant on the results of your Skills Scan at the beginning of the programme a training plan will be individually set up for the apprentice.
- Off-the-Job training will make up some of the programme, learning is usually front ended
- Your qualification will be delivered through a combination of monthly online teaching sessions, one-to-one support sessions with your tutor, 10-12 weekly progress reviews, monthly assignments, research, observations in the workplace and using our online learning platform to be able to access further training materials to aid your learning.
- Contact will be made as a minimum each 4 weeks with online contact in between visits.
- Formal review meetings will be conducted with the tutor and employer as a minimum each 12 weeks to check the progress and to help the apprentice to stay on track.
- Practical assessments will be assessed in the workplace; a combination of work-based evidence, direct observation by Assessor, witness evidence, professional discussion, learners own work products.
- Knowledge assessments will be uploaded to an e-portfolio; written assignments, reflection on own practice, questions and answers
- External exams will be conducted off-site.
- End Point Assessment will be assessed by Innovate Awarding Body

Cost - £3,500

- If you are a Levy payer, this will come out of your Levy account. If you are a non-levy payer, the government via the ESFA will pay 95% of the programme and the remaining 5% will be paid by you within the first 3 months of the programme.
- As of 1st April 2024, if your learner is aged 21 or under and you are a non-levy employer that is classed as a small or medium sized business, the government will pay for the remaining 5% co investment.
- If your learner is 16-18, your company will receive an incentive payment of £1000 which is paid in two instalments to support the learning programme.
- There is no cost to the apprentice.

Link to professional registration

Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level