

Customer Service Practitioner Apprenticeship



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| Sector | Customer Service |
| Level | 2 |
| Guided Learning Hours | 13 to 18 Months |
| Minimum age of learner | 16 years |

Potential Job Roles: Customer Service Trainee, Customer Service Advisor, Customer Service Assistant.

Customer Service Practitioners are hugely influential in the delivery of a good customer experience and their satisfaction with an organisation. Customer Service Practitioners need to demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge. They will provide service in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements. Customer interactions may cover a wide range of situations and can include; face-to-face, phone, post, email, text and social media.

| Mandatory requirements | Functional Skills | Level |
|--|--------------------------|---|
| | Maths | 1 |
| | English | 1 |
| Qualification and Skills | | |
| Combined Knowledge and Competence Based Qualification | | Customer Service Practitioner |
| Employer Rights and Responsibilities | | Employer Rights and Responsibilities |
| Personal Learning and Thinking Skills | | Creative thinking Independent enquiry Reflective Learning Team Working Self-management Effective participation |

| Mandatory Principles Units | | |
|-----------------------------------|-------------|---|
| Level | Unit | Unit Title |
| 2 | A/506/2130 | 201 – Deliver customer service |
| 2 | F/506/2131 | 202- Understand customers |
| 2 | J/506/2132 | 203 – Principles of customer service |
| 2 | A/506/1964 | 204 – Understand employer organisations |
| | L/506/1788 | 205 – Manage personal performance and development |

| Group B Optional Units one to be completed | | |
|---|----------------|---|
| LEVEL | UNIT NO | UNIT TITLE |
| 2 | A/506/2119 | 206 - Communicate verbally with customers |

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| 2 | T/506/2126 | 207 - Communicate with customers in writing |
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| Group C Units all to be completed | | |
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| LEVEL | UNIT NO | UNIT TITLE |
| 2 | H/506/2154 | 208 - Deal with incoming telephone calls from customers |
| 2 | Y/506/2135 | 212 – Exceed customer expectations |
| 2 | A/506/2158 | 215 – Resolve customer service problems |
| 2 | F/506/2159 | 216 – Deliver customer service to challenging customers |
| 2 | Y/506/2149 | 217 – Develop customer relationships |
| 2 | T/505/4673 | 225 – Health and Safety Procedures in the Workplace |
| 2 | R/506/1789 | 230 - Develop working relationships with colleagues |

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| End point Assessment |
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| Showcase Portfolio | 65% |
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The apprentice showcase is compiled after 12 months of on-programme learning. The Apprentice Showcase enables apprentices to reflect and present examples of their development over the whole on-programme period. With guidance from the employer and/or training provider the apprentice will select appropriate evidence from the on programme portfolio to demonstrate the minimum requirements of the standard at the final stage of the programme as an 'Apprentice Showcase'.

Understanding the organisation

- Meeting regulations and legislation
- Systems and resources
- Product and service knowledge
- Influencing skills
- Personal organisation
- Dealing with customer conflict and challenge
- Developing self
- Being open to feedback
- Team working

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| Practical Observation | 20% |
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The practical observation will be pre-planned and scheduled to when the apprentice will be in their normal place of work and will be carried out by the Independent Assessor. The observation should enable the apprentice to evidence their skills, knowledge and behaviour from across the standard to demonstrate genuine and demanding work objectives. Each situation within the observation will be different, and examples are, handling a general enquiry, dealing with a customer complaint or a need for further information or detail, but it is mandatory that the observation covers as a minimum: presentation, equality, interpersonal skills, communication and personal organisation. Those areas of the standard which are not able to be evidenced during the observation will be discussed subsequently as part of the professional discussion with the Independent Assessor.

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| Professional Discussion | 15% |
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The professional discussion will be a structured discussion between the apprentice and the Independent Assessor, following the observation, to establish the apprentice's understanding and application of knowledge, skills and behaviours. The professional discussion will need to take place in a suitable environment and should last for a maximum of one hour. The discussion will be against set criteria in the occupational brief to ensure standardisation and consistency. It will be appropriately structured to draw out the best of the apprentice's energy, enthusiasm, competence and excellence.

clarify any questions the Independent Assessor has from their assessment of the learner journey and practical observation; The purpose of the professional discussion is to:

- clarify any questions the Independent Assessor has from their assessment of the learner journey and practical observation;
- confirm and validate judgements about the quality of work;
- explore aspects of the work, including how it was carried out, in more detail;
- discuss how the apprentice would behave in specific scenarios, should they not have occurred within the

practical observation;

- ask questions in relation to personal development and reflection;

Qualification Progression

Level 3 Customer Service

Qualifications in other work related areas including Contact Centres, Sales, Social Media, Team leading, Administration, retail and other technical sectors

Job role progression opportunities:

Customer Service advisor

Customer service assistant