

# CUSTOMER SERVICE PRACTITIONER: LEVEL 2



The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation.

This could 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.

Your customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

## **Delivery model**

The delivery of the programme will be through a blend of online learning, video tutorials, virtual classrooms, 1-1 coaching and practical learning opportunities. All learning will be supported by dedicated Learning Coaches.

When you have completed all of the agreed learning and achieved the required exams, you will be invited to attend a gateway meeting to discuss readiness for end point assessment (EPA). If no further learning is identified, you will progress through to EPA. You will be assessed against the requirements of the standard and awarded a final, overall grade for your apprenticeship.

## **Your commitments**

If you do not currently hold English and maths qualifications at level 2, you will undertake Functional Skills at Level 2 as part of your apprenticeship programme. Some apprentices who do not already hold a Level 1 qualification may sit this exam first. Completion of the Level 2 exam, and achievement of a Level 1 qualification, is the minimum requirement for the gateway meeting to take place.

You are entitled to 20% of your working hours away from your job to complete work towards your apprenticeship programme. Your Learning Coach will support you and your employer to measure and record this across the whole of your apprenticeship.



## Entry requirements

- Initial Assessment in maths and English at Entry Level 3 or above



## Delivery model

Virtual learning and coaching through:

- Online
- Zoom
- Microsoft Teams
- Smart Rooms
- Workplace Development Activities 1-1 coaching



## Typical duration

- 13 months learning plus up to 3 months End Point Assessment



## End Point Assessment

- Showcase/ Portfolio evidence
- Workplace Observation
- Professional discussion

## Knowledge, Skills & Behaviours



- Knowing your customers
- Understanding the organisation
- Meeting regulations and legislation
- Systems and resources
- Your role and responsibility
- Customer Experience
- Product and service knowledge
- Interpersonal skills
- Communication
- Influencing skills
- Personal organisation
- Dealing with customer conflict and challenge
- Developing self
- Being open to feedback
- Team working
- Equality – treating all customers as individuals
- Presentation – dress code, professional language
- “Right first time”

**It's as  
easy as...**

**1.  
Sign-up**

**2.  
Launch  
Programme**

**3.  
Induction**

## Knowledge

**Knowledge** will be delivered through online webinars, 1-1 sessions and individualised learning resources by our Specialist Learning Coaches. You will learn about who your customers are and how to support them, your company brand, core values and the impact they have in the industry. You will learn about current laws and legislation and how to measure customer service levels, whilst understanding your responsibilities.

## Skills

**Skills** will be developed through underpinning knowledge delivered through online webinars, 1-1 coaching and workplace mentoring and experiences. Throughout the apprenticeship you will develop skills in dealing with customer conflict, learning how to communicate with customers and build relationships. You will learn skills in prioritising your workload and responding to demands in the business such as meeting customer needs and expectations.

## Behaviour

**Behaviours** – Effective customer service is developed through key behaviours. You will learn how to communicate and work with others, how to give a personalised customer experience, how to respond to feedback and build own personal goals to develop service knowledge. You develop the behaviours needed to treat customers and individuals, representing your company and yourself as a customer service advocate.

## End Point Assessment

- 1. Showcase** – The apprentice will produce a portfolio throughout the duration of their apprenticeship, which includes evidence of their best work and demonstrates their knowledge, competence and behaviours in the real-life working environment.
- 2. Practical observation** – The apprentice will be observed in their normal work environment enabling the apprentice to evidence their skills, knowledge and behaviours from across the standard to demonstrate genuine and demanding work objectives.
- 3. Professional discussion** – 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





# COMMITMENT STEP BY STEP – EMPLOYER SUPPORT STRUCTURE

## Step in the right direction – What does this mean?

There are steps you can take as an employer to support your apprentice in the workplace. The aim is to help the learner make the most of the programme and enjoy their learning.

These points below will help the apprentice achieve the best outcome from the apprenticeship with your support, improving your return on investment from training costs and a strong workforce.

- **To ensure your apprentice attends scheduled sessions arranged** – Group Session (Approx 2hrs) per month and 1 hr 121 session per month. This must be in work time.
- **Environment & Equipment** – To ensure a room or space is available for learners to attend their sessions and to provide equipment needed.
- **Off the job learning** – 20% across the qualification length of programme. Off the job learning must be directly relevant to the apprenticeship and can be delivered at the apprentice's normal place of work as long as it is not part of their normal working duties. It can cover practical training such as shadowing, mentoring and attending training sessions.
- **On the job learning** – On the job training helps an apprentice develop the specific skills for the workplace and they should be supported by a manager/supervisor/mentor.

- **Progress review attendance** – Manager/Supervisor/Mentor attendance every 12 weeks.
- **Invigilation of exams** – Could be asked to invigilate any apprentice exams where needed. Full training and support from Key Training will be given.
- **E portfolio system** – To log in to check progress/Next planned sessions for your apprentice
- **EPA process** – Support your apprentice in preparation for EPA across their length of programme. To be fully involved in the EPA process.

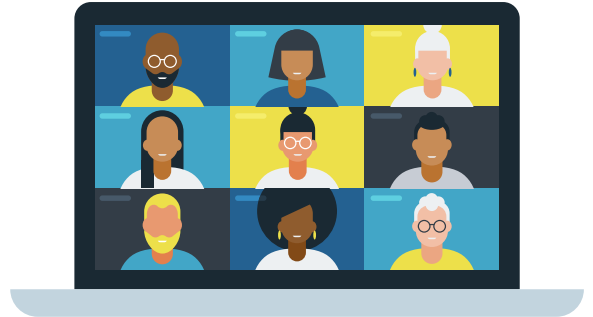


# LEARNER COMMITMENT

Over the lifetime of your apprenticeship you will;



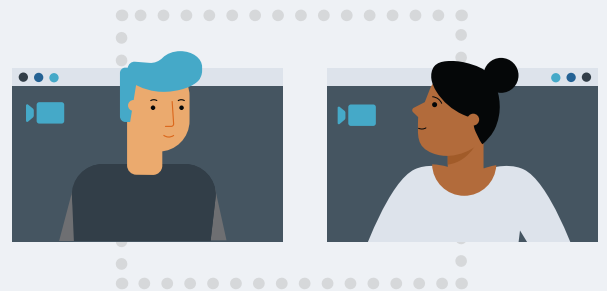
**Have a full induction**



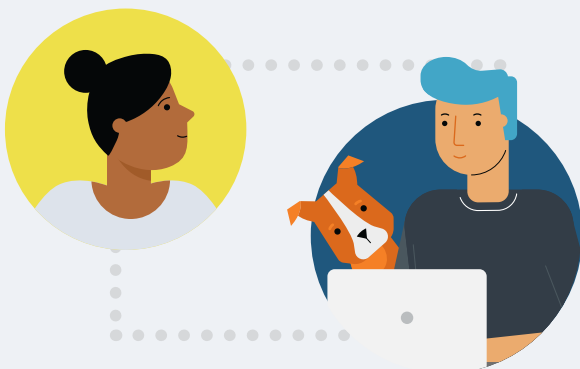
**Attend group teaching sessions**



**Off the job training with your employer**



**Have regular progress reviews with your Learning Coach and Mentor**



**121 sessions with your Learning Coach**



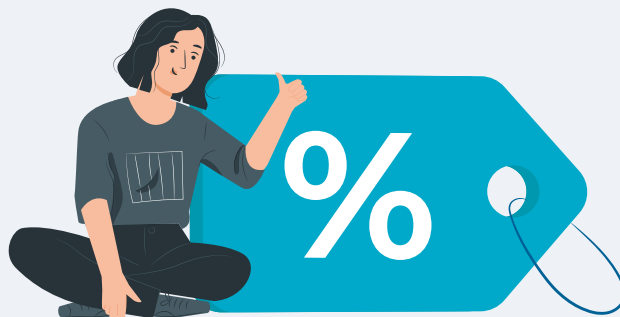
**Complete activities set by your Learning Coach**

# EMPLOYER COMMITMENT

Over the lifetime of your apprenticeship you will;



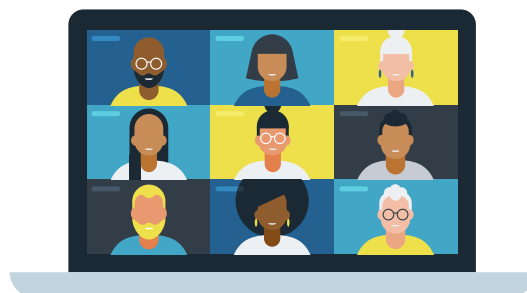
**Attend your Apprentices online induction**



**Provide 20% off the job training**



**Check your Apprentices portfolio to ensure they are completing tasks set by their Learning Coach**



**Ensure your Apprentice attends scheduled training sessions**

**Attend online progress reviews with your Apprentice and their Learning Coach.**

