

Customer Service Practitioner Level 2 Apprenticeship Standard Programme Outline

Overview of the Programme

This programme is designed for apprentices who want to develop their skills, knowledge and behaviours for a job role involving providing customer service products and services for businesses and other organisations including face-to-face, telephone, digital and written contact and communications. Successful completion of the programme will lead to an Apprenticeship Certificate as a Customer Service Practitioner

What types of activities are covered as part of the Customer Service Practitioner Apprenticeship Standard

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.

What does the Customer Service Practitioner Apprenticeship Standard consist of?

Skills What is required (advancing key skills to support progression to management)

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

- Depending on your job role and work environment:
- 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 customer needs and manage expectations.
- Maintain informative communication during service recovery.

Knowledge What is required (in-depth knowledge of organisation and wider business environment).

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.

Behaviours What is required (Role-model behaviours and positive contribution to culture).

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 – dress code, professional language

- 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.

Functional Skills Units

To achieve: - (as required by current government rules and guidelines)

Functional Skills in English Level 1 credit value 5

Functional Skills in Maths Level 1 credit value 5

To attempt: - (as required by current government rules and guidelines)

Functional Skills in English Level 2 credit value 5

Functional Skills in Maths Level 2 credit value 5

Programme of Study

The period of learning, development and continuous assessment is managed by the employer, in most cases with the support of a training provider. The on-programme pace will be driven by apprentice as well as by the breadth of experience an employer can offer, but will typically be a minimum of 15 months, prior to the end-point assessment taking place.

Off-the-job guided learning hours – This will equate to 20% of the apprentices working hours and could include:

- Workshops
- Meetings with Tutor
- Online Learning
- Learning about a new product/service/resource
- Supervised learning – knowledge or practical skill
- Attending a review or appraisal

This equates to approximately 6/7 learning hours a week over the duration of the programme based on a 35/40 hour working week.

Delivery by Quest Training and the Employer

Activity	Delivery Method	Location	Duration
Initial assessment <ul style="list-style-type: none"> • Target Skills • Learning Styles Questionnaire • Application/enrolment/ILR • Recognition of prior learning • ILP 	Via computer package Paper-based questionnaire Checking GCSE/other qualifications gained	Workplace	2 hours per learner
Induction <ul style="list-style-type: none"> • Quest Training Apprentice Handbook 		Workplace	

Activity	Delivery Method	Location	Duration
<ul style="list-style-type: none"> Apprenticeship Programme Skills Scan Functional Skills Health & Safety Health & Wellbeing Equality & Diversity Safeguarding British Values 	Tutor input using a range of methods including: <ul style="list-style-type: none"> Theory input Handouts Workbooks Presentations Discussions Question & answer sessions Practical activities 		Flexible arrangements e.g. 1 day 2 half days 3 x 2 hour sessions
Tutorials/teaching delivery <ul style="list-style-type: none"> Skills, Knowledge & Behaviours Functional Skills 	One-to-one and/or group learning sessions with Tutor <ul style="list-style-type: none"> Learning modules using a range of Blended Learning for the Knowledge Skills and Behaviours This will include regular revision and assessment of learning	Workplace and/or agreed venue	According to individual apprentice needs
Progress reviews	Every 8 weeks with the apprentice, tutor and employer to review progress towards "Gateway Readiness"	Workplace	30 minutes
Mock End-Point Assessment	Practice assessments in line with the End-Point Assessment Plan throughout the programme	Workplace and/or agreed venue	According to individual apprentice needs
Functional Skills Qualifications <ul style="list-style-type: none"> Practice Exams 	One-to-one with tutor English reading English writing English speaking, listening & communicating Maths	Workplace and/or agreed venue Quest Training or employer venue	 75 minutes 75 minutes 30 minutes 90 minutes

End-Point Assessment Plan

The End-Point Assessment is planned with the Independent End-Point Assessor, Employer and Apprentice. The end-point assessment is synoptic and takes place at the end of the apprentice's learning and development. The requirement is that the end-point assessment is completed within 3 months from the start of the end-point assessment period.

Assessment Method	Weighting	Duration	To Achieve a Pass	To Achieve a Distinction
Apprentice Showcase Portfolio	65%	After a minimum of 12 months on-programme learning	100%	You must meet all of the pass criteria AND 70% of the distinction criteria
Practical Observation	20%	Minimum of 1 hour	100%	You must meet all of the pass criteria AND 80% of the distinction criteria
Professional Discussion	15%	1 Hour	100%	You must meet all of the pass criteria AND 75% of the distinction criteria

Any fail within any assessment will result in an overall fail.

As part of the apprenticeship, there is opportunity to access teaching and support sessions via a variety of methods. Please see below the different topics that are covered in the apprenticeship:

Learning journey steps	TAL sessions
Induction	British Values, Ecordia Training, Century training
Learning portfolio topics With recommended optional units/pathways	Behaviours Understanding your organisation Your role and responsibility Knowing your customers Customer experience Culture and environment Systems and resources Product knowledge Influencing skills
EPA Preparation	EPA Support, Expected Behaviours
Wider Curriculum sessions	Study Skills, Digital Skills, GDPR, LGBT Awareness, E-Safety, Sustainability in the workplace, Health and Safety in the workplace, Employment Rights and Responsibilities, Safeguarding, Equality, Diversity and Inclusion, E- Safety, Using Word, Using PowerPoint, Using Excel, Referencing and Plagiarising Work, Personal Skills, Exam Techniques, Prevent Duty, British values, Health and Wellbeing