



Level 2 Customer Service Practitioner

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.

Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level. Should you choose to progress on a customer service career path, you may be eligible for further professional membership including management.

DURATION

The apprenticeship will typically take 12 months to complete.

LEVEL

This apprenticeship standard is at Level 2.

ENTRY REQUIREMENTS

Organisations will set their own entry criteria and are more likely to select individuals with more advanced interpersonal skills, experience of working with customers in some capacity. You must achieve level 1 English and maths and work towards level 2, prior to taking the end point assessment.

| On Programme Learning

To achieve the Customer Service Practitioner Apprenticeship Standard apprentices are required to successfully complete:

- the on-programme period of training and development, including achieving the required Maths and English qualifications
- the end-point assessment (EPA)

On-programme learning will increase skills, knowledge and behaviours in the following areas:

SKILLS	KNOWLEDGE	BEHAVIOURS
<ul style="list-style-type: none">• Interpersonal skills• Communication• Influencing skills• Personal organisation• Dealing with customer conflict and challenge	<ul style="list-style-type: none">• Knowing your customers• Understanding the organisation• Meeting regulations and legislation• Systems and resources• Your role and responsibilities• Customer experience• Product and service knowledge	<ul style="list-style-type: none">• Developing self• Being open to feedback• Presentation - dress code, professional language• Team working• Equality - treating all customers as individuals• "Right first time"

The end-point assessment for the Customer Service Practitioner apprenticeship consists of the following two assessment components:

- Apprentice showcase - select appropriate evidence from the on programme portfolio.
- Practical observation and Professional discussion - must include customer interaction.

| Off-the-Job Training

Apprenticeships are about upskilling an individual. Reaching occupational competency takes time. Many employers and apprentices have praised the positive effect off-the-job training has on their productivity and apprentices feel valued by the significant investment in their training. You may already have existing training programmes or materials you can use to deliver elements of the apprentice's off-the-job training. Off the job learning at HBTC may include sessions at the training centre, with follow up tasks being assigned in the workplace, time for assignments and research and specific training within the workplace. All off the job training must be relevant to the Apprenticeship Standard being undertaken. This will be agreed before the learner commences the programme and a flexible approach will be taken to meet learner and employer needs.

For more information please contact us on

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 **Apprenticeships**