Customer Service Practitioner Apprenticeship Level 2

The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. 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. Learners may be the first point of contact and work in any sector or organisation type.

As a learner, you will need to demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to your customers. Customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

The knowledge, skills and behaviours that the learner will develop as part of this programme are detailed below.

Knowledge					
Knowing your	Understand who customers are.				
customers	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	Know the purpose of the business and what 'brand promise' means.				
organisation	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	Understand how establishing the facts enable you to create a customer focused				
experience	experience and appropriate response.				
	Understand how to build trust with a customer and why this is important.				
Product and service	Understand the products or services that are available from your organisation and				
knowledge	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	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	Be able to organise yourself, prioritise your own workload/activity and work to				
organisation	meet deadlines.				



Dealing with	Demonstrate patience and calmness.					
customer conflict and challenge	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/Attitude						
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	Act on and seek feedback from others to develop or maintain personal servi					
feedback	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					
dress code,	confident language.					
professional	Use communication behaviours that establish clearly what each customer					
language	requires and manage their expectations.					
"Right first time"	Take ownership from the first contact and then take responsibility for fulfilling					
	your promise.					
	Take ownership for keeping your service knowledge and skills up-to-date.					

Once the programme of learning is complete and the learner, employer and Intec agree the necessary **Knowledge**, **Skills** and **Behaviours/Attitude** have been met, learners will be put forward to the **Assessment Gateway** and this will trigger the **End Point Assessment**. This assessment will be carried out with an independent body to ensure the apprentice can demonstrate they have achieved the required standard, this will consist of the following:

Assessment Method	Weighting	Duration	To achieve a Pass	To achieve a Distinction
Apprentice Showcase (portfolio of evidence gathered throughout the qualification)	65%	After a minimum of 12 months on-programme learning	100%	Meet all of the pass criteria AND 70% of the distinction criteria
Practical Observation	20%	Minimum of 1 hour	100%	Meet all of the pass criteria AND 80% of the distinction criteria
Professional Discussion	15%	1 hour	100%	Meet all of the pass criteria AND 75% of the distinction criteria

Duration: The apprenticeship will take a minimum of 12 months to complete. Plus an additional 3 months to complete the **End Point Assessment**.

Entry requirements: Apprentices will be required to have or achieve level 1 English and maths and to have taken level 2 English and maths tests prior to completion of their Apprenticeship.

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.





