



# Customer Service Practitioner

## Level 2



**“Reach your full potential”**



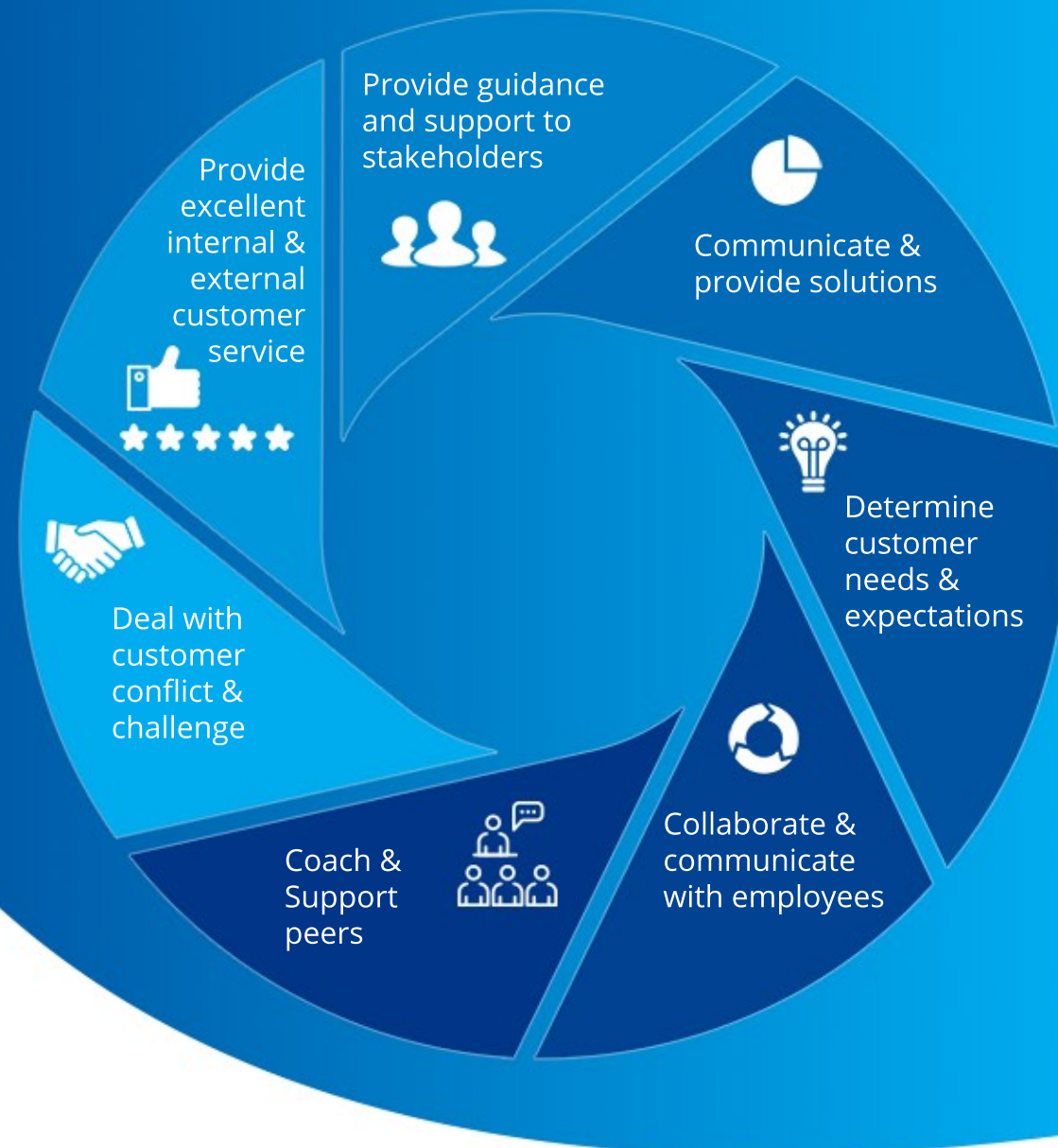


## L2 Customer Service Practitioner

# Overview

The Customer Service Practitioner apprenticeship trains apprentices to provide excellent customer service which can be applied to a wide range of roles across many different sectors. This apprenticeship is ideal for any employees working in customer facing or advisory roles.

Apprentices in this role are in regular contact with your customers, providing essential information to support sales, give advice, guidance and deal with complaints; this apprenticeship has been designed to empower staff to be confident to deal with your customers in a positive, personable and professional way.





# Who is it for?

This Customer Service Practitioner apprenticeship is suitable for individuals who provide a service which involves communication with internal and external customers. Their duties may vary but it is for people who deal with customers in a positive, reliable and pleasant way, offering advice, answering questions or handling complaints.

Call Centre  
Advisor

Help Desk  
Operator

Customer  
Service Assistant

Customer Service  
Administrator

Customer  
Service Advisor

Customer  
Service Trainee

Service Agent

Representative

Senior  
Receptionists

Ward Clerk

Telesales  
Support



# Why do this apprenticeship - what are the benefits:

## Employer Benefits

Improves employee retention

Apprentices develop the critical skills demanded by employers

Brings latest knowledge and practice into your business

Development of workplace problem-solving skills

Enhances reputation, provides customer reassurance by investing in trained staff

Develop effective and confident staff with the ability to communicate and collaborate with colleagues

Staff that provide a service in line with your organisation's standards and within appropriate regulatory requirements

Staff demonstrate excellent customer service skills and behaviours as well as product/service knowledge when communicating with your customers

Maximises staff efficiency and productivity through the development of knowledge and increasing team motivation by developing a learning culture

## Apprentice Benefits

As a customer service practitioner your actions have the direct ability to influence the customer experience and satisfaction of your organisation

Gain relevant skills from an industry driven approach

Develop the technical knowledge and understanding that underpins competence in a customer service job role

Develop and demonstrate a range of transferable skills and professional behaviours and attributes in the work environment

Get an in-depth understanding of the customer service role and its impact

Develop a thorough knowledge of the products and services within your organisation

Develops further understanding of your organisation and wider business environment

Develops confidence to resolve problems and mediate challenges appropriately

Applies learnt theories and models to practical situations within the workplace



# Programme structure

The course is delivered via a mixture of face to face and online workshops, webinars, coaching sessions and work-place learning

## Programme Breakdown

A typical programme may be broken down into the following elements

- 10 x 5-hour workshops to cover knowledge elements of the standard and diploma (may include face to face and online workshop delivery)
- 4 x skills development workshops and workplace visits
- 8 x 1½ hour Reviews and Coaching Sessions (Virtual)
- 2 x 5-hour EPA preparation and Mock Assessment workshops
- Development of portfolio evidence and assessment completion
- Completion and achievement of the Level 2 Diploma in Customer Service (Optional)
- Completion of Apprentice Showcase
- Completion of online learning modules as part of off-the-job activities

## Programme Length

Course duration 13-15 months plus EPA



## How is training delivered?

An essential element of the ESP delivery model is to ensure you are supported at each stage in your journey to enable you to fully succeed.

You will be taught by learning and skills coaches who are experts in their field with significant practical experience.



Our learning and skills coaches will:

- Deliver online and face to face workshops
- They will cover the knowledge needed for each module through interactive and informative sessions
- They will help plan independent learning activities
- They will provide one to one coaching via telephone, in the workplace or via virtual mediums like Teams
- They will provide feedback on written assignments and evidence submitted
- They will support you with preparation for end point assessment

# Programme Modules

The delivery is broken down into 10 topics:

## **Know your Customers**

Apprentices will understand who their customers are (internal/external) and their needs and priorities including how to manage expectations.

## **Understanding the Organisation**

Apprentices will know the purpose, core values and 'brand promise' of the business. Understand internal policies and procedures including complaint procedures.

## **Regulations & Legislation**

Apprentices know and apply the legislation and regulatory requirements that affect their business, and their responsibility in relation to this.

## **Your Role and Responsibilities**

Apprentices know their targets, role and responsibility within their organisation.

## **The Customer Experience**

Apprentices understand how establishing the facts enable them to create a customer focused experience. They understand how to build trust and why this is important.

## **Product & Service Knowledge**

Apprentices understand the organisation's products or services and keeps up to date.

## **Customer Communication**

Apprentices use appropriate communication skills during face-to-face and non-facing customer interactions.

## **Dealing with Customer Conflict & Challenge**

Apprentices demonstrate patience and calmness. They show they understand the customer's point of view and how to challenge. They use signposting or resolution to meet customers' needs.

## **Teamwork**

Apprentices know how to support and influence the team positively, demonstrate pride in their own role.

## **Systems & Resources**

Apprentices know how to use systems, equipment, technology and types of measurement and evaluation tools to monitor customer service.







## Pearson Diploma for Customer Service Practitioners (Level 2) (Optional)

As part of the Customer Service Practitioner standard you are able to complete a diploma.

We are offering the Pearson diploma alongside the Level 2 Customer Service Practitioner Apprenticeship. This will be delivered as part of the workshop delivery during the course of the apprenticeship programme

### Diploma details:

Title: Level 2 Diploma for Customer Service Practitioners

Credits: 37 and 8 Units

All credits/units must be completed to achieve the qualification

The Level 2 diploma must be completed and achieved prior to end point assessment



### Knowledge & Skills Units

Using Email

Delivery High-Quality Customer Service

Handling Customer Conflict & Challenge

Communicating with Customers Effectively

Understanding your Employer Organisation

Understanding How to Deliver High-Quality Customer Service

Managing Personal Effectiveness in a Customer Service Job Role

Understanding Personal Effectiveness in a Customer Service Work Environment



## **CMI Diploma in Management & Leadership (Level 5)**

As part of the operation/departmental manager standard you are required to complete a leadership diploma; we have two diplomas on offer.

We are offering the CMI diploma alongside the Level 5 Operations / Departmental Manager Apprenticeship. This will be delivered as part of the workshop delivery during the course of the apprenticeship programme

### **Diploma details:**

Title: Level 5 Diploma in Management & Leadership

Credits: 37 and 8 Units

All credits/units must be completed to achieve the qualification

The Level 5 diploma must be completed and achieved prior to end point assessment

### **Course Units**

- Principles of Management and Leadership in an Organisational Context
- Developing, Managing and Leading Individuals and Teams to Achieve Success
- Managing Stakeholder Relationships
- Managing Projects to Achieve Results
- Managing Change
- Creating and Delivering Operational Plans
- Managing Finance
- Using Reflective Practice to Inform Personal and Professional Development



# Pre-Enrolment Activities

Before being accepted on to the apprenticeship you will need to complete the following pre-enrolment activities:

## IAG Workshop

Attend a virtual workshop session to provide an overview of the following  
Overview of the apprenticeship programme  
20% Off the Job Training  
Attendance at masterclasses and workshops  
Discuss Apprenticeship agreement

## Initial Assessment:

Complete BKSB maths and English initial assessments

## Diagnostic Assessment:

Complete BKSB maths and English diagnostic assessments

## Pre-Start Enrolment Form

This form will provide us with basic information about your qualifications and past and current experiences

## Skills Scan

Complete skills scan to identify the areas that will be covered during the course to determine whether there are development opportunities and scope for the learner to complete the apprenticeship

## Remote Pre-enrolment Review

Attend 1:1 remote session with the learning and skills coach to talk through the pre-enrolment activities and skills scan to confirm suitability

## Enrolment form (online):

Complete formal online enrolment form

## Apprentice Agreement and Commitment Statement (online):

Read, discuss and agree the apprentice agreement and commitment statement

## Formal on-boarding:

Apprentice invited to induction introduction to the apprenticeship programme and first learning session

Apprentices will need GCSE grade A to C or a Level 2 Functional Skill in maths and English. Apprentices who do not currently hold this are required to complete Level 2 Functional skills in maths and English prior to end point assessment (EPA)

## Eligibility

The eligibility criteria is as follows:

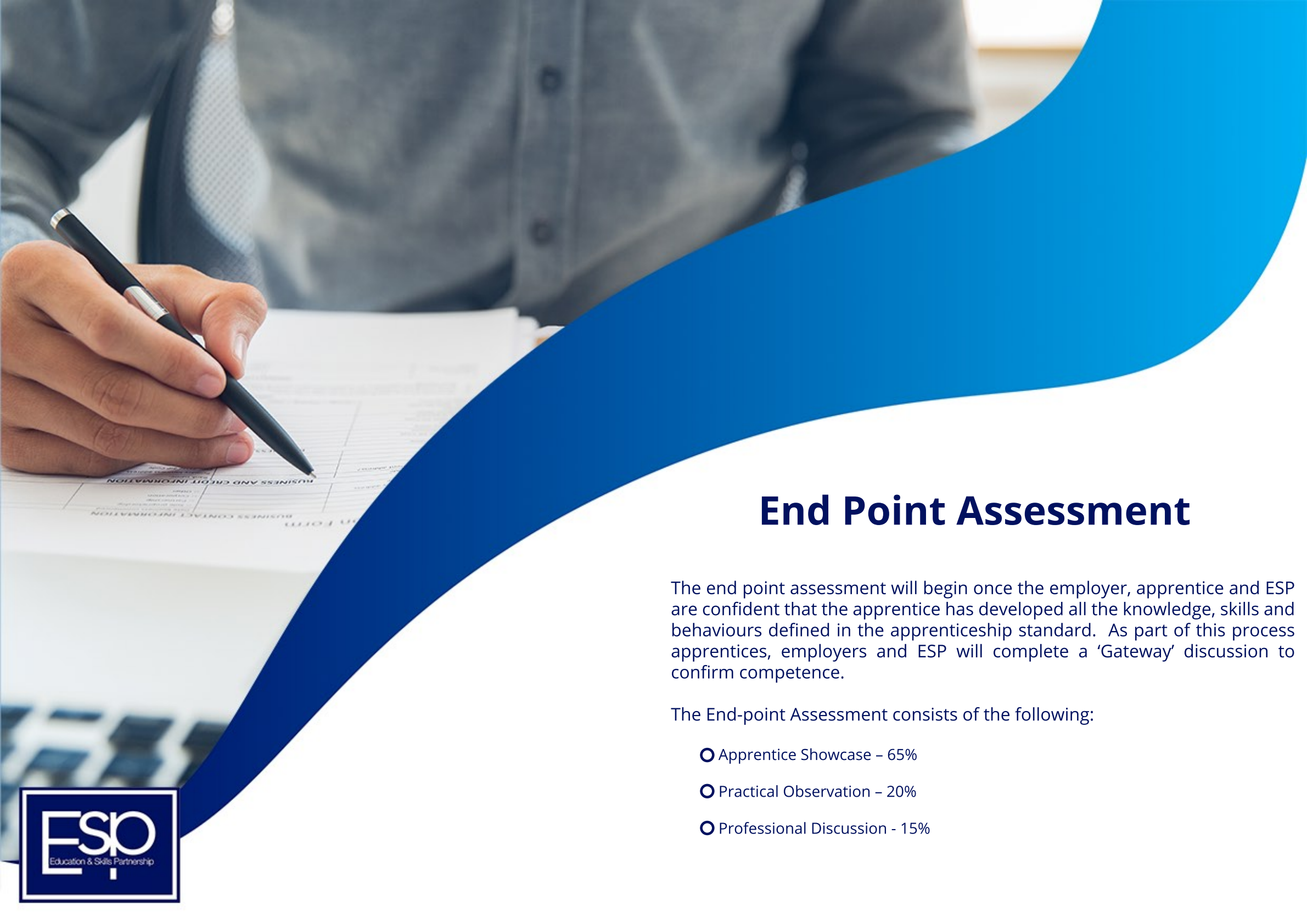
- UK/EU Resident for three years
- Not currently a student in Funded Learning

# Expectations and Commitment

## We ask apprentices to:

- Attend all face to face and virtual workshops and master classes as per the delivery plan
- Attend all programme reviews with the Learning and Skills Coach
- Submit and upload assignments and evidence to the online e-portfolio (OneFile) by the stipulated target date to ensure completion of the qualification and apprenticeship within the given timeframe
- Complete all off the job activities to meet the 20% of the job requirement. Record all activities and reflections on OneFile
- Complete at least 4 to 6 hours of self-study each week inclusive of any online learning activities
- Complete and achieve diploma (where appropriate) before Gateway period
- Complete shadowing of colleagues and mentoring





## End Point Assessment

The end point assessment will begin once the employer, apprentice and ESP are confident that the apprentice has developed all the knowledge, skills and behaviours defined in the apprenticeship standard. As part of this process apprentices, employers and ESP will complete a 'Gateway' discussion to confirm competence.

The End-point Assessment consists of the following:

- Apprentice Showcase - 65%
- Practical Observation - 20%
- Professional Discussion - 15%





# End Point Assessment

## Apprentice Showcase – 65%

- A portfolio of evidence will be collected, a selection of which will then be chosen to showcase development.
- The showcase will be assessed against a number of areas by an independent assessor
- The apprentice showcase allows the apprentice to present examples of their development over the 12 month on-programme period. This should show evidence of:
  - 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

## Professional Discussion - 15%

- The professional discussion will be carried out for a minimum of 1 hour and must be completed following the observation.
- The professional discussion will be a structured discussion between the apprentice and the independent assessor. It aims to establish the apprentice's understanding and application of knowledge, skills and behaviour. It should:
  - Clarify any questions the independent assessor has
  - Confirm and validate judgements about the quality of work
  - Explore aspects of the work 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
  - Provide a basis for the independent assessor to decide on a grade

## Practical Observation – 20%

- The practical observation will be pre-planned and scheduled to when the apprentice is in their usual working environment.
- The observation will be carried out for a minimum of 1 hour and must include customer interaction.
- The apprentice should demonstrate their skills, knowledge, and behaviour from the standard. Examples of situations that can be observed:
  - Handling a general enquiry
  - Dealing with a customer complaint
  - Customer need for further information or detail

# EPA JOURNEY

## On-Programme Learning

Minimum  
12 months  
on-programme  
learning

## GATEWAY

Requirement  
for Gateway  
Level 2 English  
and Maths

## Planning Meeting

With the apprentice,  
training provider,  
employer and  
End-point Assessor

## Learner showcase

## Professional Discussion

Professional  
Discussion  
Minimum 1 hour  
observation in the  
workplace

## Practical Observation

Practical  
observation  
Minimum 1 hour  
observation in the  
workplace

## Grading and Determination

Grading  
Fail/Pass/Distinction

## ESFA CERTIFICATION





“Reach your full potential”

## Progression Opportunities

- Qualifications and further study
- Further career progression through work experience
- On completion, apprentices may choose to do
  - Customer Service Specialists apprenticeship (Level 3)
  - Team Leading apprenticeship (Level 3)