



# Customer Service Practitioner Apprenticeship Standard – Level 2



Outstanding customer service is essential for any growing business, and the impression made through this initial contact is very often what defines you as an organisation in the eyes of a customer.

The art of outstanding customer service is to ensure customers feel valued, appreciated and ultimately satisfied.

Customer service means greeting customers with a friendly, informative and helpful attitude, being both efficient and effective in meeting their needs and dealing with their questions

## How will Apprentices learn?

Our Personal Training Advisors will deliver high-quality face-to-face teaching and learning at the employer's premises. They will provide all the resources your Apprentices will need to progress.

Our intuitive learner management system, OneFile will really bring the subject to life through our online resources. We provide real-time learner information so that you will always know what is being taught and how learners are progressing.

## What will Apprentices learn?

This Apprenticeship has been designed to develop existing and new skills and to equip Apprentices with the knowledge required to offer continuous improvements in customer service and communication skills, empowering them to be confident to deal with your customers in a positive, personable and professional way.

Our Apprenticeships provide highly effective teaching and learning tailored to meet individual business needs and to provide job-specific skills vital for peak business performance.

The apprentice will learn knowledge, skills and behaviours within this qualification such as;

- **Knowing your customers**
- **Understanding your organisation**
- **Interpersonal Skills**
- **Developing self**
- **Team working**

## Duration

The minimum timeframe for this qualification is 12 months. End Point Assessment will follow teaching and learning period and is estimated to take 3 months.

## Maths and English functional skills

Apprentices will be required to have or achieve level one English and Maths and to have taken level two 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.

## Progression opportunities

There are a range of next steps options following completion of this level 2 which our team of advisors will be happy to discuss.

## Off the job (OJT)

The apprentice must receive off-the-job training for a minimum of 20% of the time that they are paid to work.

There are many activities that can be calculated towards the OJT hours such as;

- **Shadowing a colleague**
- **Online learning**
- **Internal training**
- **Team Meetings**
- **Appraisal/1-2-1 visits**

The full criteria can be viewed online by visiting;

[instituteofapprenticeships.org/apprenticeship-standards/customer-service-practitioner/](https://instituteofapprenticeships.org/apprenticeship-standards/customer-service-practitioner/)



# Customer Service Practitioner Knowledge, Skills and Behaviours – Level 2



Knowledge	
Knowing your customers	Understand who customers are.
	Understand the difference between internal and external customers.
Understanding the organisation	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.
	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.
Meeting regulations and legislation	Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation.
	Know the appropriate legislation and regulatory requirements that affect your business.
Systems and resources	Know your responsibility in relation to this and how to apply it when delivering service.
	Know how to use systems, equipment and technology to meet the needs of your customers.
Your role and responsibility	Understand types of measurement and evaluation tools available to monitor customer service levels.
	Understand your role and responsibility within your organisation and the impact of your actions on others.
Customer experience	Know the targets and goals you need to deliver against.
	Understand how establishing the facts enable you to create a customer focused experience and appropriate response.
Product and service knowledge	Understand how to build trust with a customer and why this is important.
	Understand the products or services that are available from your organisation and 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.
Influencing skills	Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand.
	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 customers needs and manage expectations.
Behaviours	Maintain informative communication during service recovery.
	Take ownership for keeping your service knowledge and skills up-to-date.
Developing self	Consider personal goals and propose development that would help achieve them.
	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.
	Use communication behaviours that establish clearly what each customer requires and manage their expectations.
"Right first time"	Take ownership from the first contact and then take responsibility for fulfilling your promise.



## Customer Service Practitioner End Point Assessment – Level 2



The end point assessment will only commence once the Employer, Apprentice and Smart Training Advisor are confident that the apprentice has developed all the knowledge, skills and behaviours defined in the apprenticeship standard and that these are clearly evidenced through the progress review meetings and records. The independent end point assessment ensures that all Apprentices consistently achieve the industry set professional standard. The End Point Assessment can commence at any point once the apprentice is competent and after the twelve-month minimum period of learning and development. Prior to independent end point assessment the functional skills English and maths components of the apprenticeship must be successfully completed.

### What does the EPA comprise for this Apprenticeship?

Apprentice showcase	Practical observation	Professional discussion
<p>The apprentice showcase is compiled after 12 months of on-programme learning. The apprentice showcase enables apprentices to reflect and present examples of their development over the whole on-programme period.</p>	<p>The practical observation will be pre-planned and scheduled to when the apprentice will be in their normal place of work and will be carried out by the Independent Assessor.</p>	<p>The professional discussion will be 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.</p>
<b>Completion</b>		
<p>The Independent end point assessor confirms that each assessment element has been completed. The Apprenticeship includes both Pass and Distinction grades with the final grade based on the Apprentice's combined performance in each assessment activity.</p> <p>In order to pass the Apprenticeship it is necessary to pass each of the assessment areas. Should an Apprentice be unsuccessful in passing one assessment activity this can be retaken as soon as the apprentice is ready and when practicable for the business.</p> <p>Should they be unsuccessful on two or more of the assessments a period of further training and development lasting between one and three months must take place before a resit. For more information on grading criteria please refer to the Apprenticeship standard assessment plan by searching via <a href="https://findapprenticeshiptraining.esfa.bis.gov.uk/">https://findapprenticeshiptraining.esfa.bis.gov.uk/</a></p>		