



Course

Level 2 Customer Service Practitioner Standard Apprenticeship

The Customer Service Practitioner is designed to provide the Knowledge, Skills and Behaviours required to enable the delivery of high quality customer service in both large and small businesses in the public, private and charitable sectors.

It is ideal for those practitioners who are new to the role or have developmental needs. They will deliver customer service from the workplace, digitally or through visiting customer premises. They may be one off or routine contacts and include dealing with orders, payments, advice, guidance or support, after care, problem solving or sales.

Added Value

Adult Education is pleased to be able to offer the BTEC Diploma for Customer Service Practitioners qualification at no extra cost to support the learner and employer with gaining the required skills. Adult Education will also work with both the employer and the learner to identify a personalised training programme.

Commitment

This Apprenticeship is typically 12 months long, with an additional three months for End Point Assessment.

20% of the Apprentices time should be spent in off the job learning. Time will need to be allocated for learning.

Adult Education provides workshops that support the apprentice in gaining the knowledge required to achieve their programme. We also offer clinics where learners can attend for advice and support if they are struggling with their assignments or projects.

Every twelve weeks a formal review will take between the learner, employer and assessor where progress/ concerns to date and targets for the next twelve weeks are discussed and agreed.

Dedicated trainer and assessors will support the delivery from providing training in our specially written workshops to monthly assessment visits to aid and support progression, generate evidence and provide guidance and support.





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Eligibility

Whilst the eligibility is agreed with the employer, we would recommend that apprentices are able to work towards GCSE grade 4-9 (A- C) in Maths and English.

What the Apprenticeship looks like

The Apprenticeship consists of:

Functional Skills in Maths and English at Level 2

Btec Diploma for Customer Service Practitioners

(Added Value) to aid in understanding and collection of evidence

Or

Btec in Level 2 Diploma in Business Administration

Customer Service Practitioner standard – which looks at the Knowledge, Skills and Behaviours.

Knowledge

An in depth knowledge of the organisation and wider business environment covering:

- ✓ **Knowing your customers** – know and understand who customers are, the difference between internal and external customers and the different needs and priorities of the customers
- ✓ **Understanding the organisation** – know and understand the purpose of the business and “brand promise”, organisation core values and how they link to the service culture, internal policies and procedures that are relevant to the organisation
- ✓ **Meeting regulations and legislation** – know and understand the appropriate legislation and regulatory requirements and responsibilities to this
- ✓ **Systems and resources** – know and understand how to use systems, equipment and technology and the measurement and evaluation tools available to monitor customer service

- ✓ **Your role and responsibility** – know and understand your role and responsibility within your organisation and the impact of your actions on others, the targets and goals you need to deliver against
- ✓ **Customer Service** – understand how to establish facts to create a customer focused experience and how to build trust with customers and why it is important
- ✓ **Product and service knowledge** – understand the products or services that are available and keep up to date

Skills

- ✓ **Interpersonal skills** – able to use a range of questioning skills, including listening and responding to build rapport Determine customer needs and expectations and achieves positive engagement
- ✓ **Communication** – use appropriate verbal and non verbal communication skills, along with summarising language during interactions with customers
- ✓ **Influencing skills** – provide clear explanations and offer options in order to help customers make choices that are mutually beneficial
- ✓ **Personal organisation** – able to organise yourself, prioritise and meet deadlines

- ✓ **Dealing with customer conflict and challenge** – able to demonstrate patience and calmness, show understanding of the customer's point of view, use appropriate sign posting or resolution, to meet customer needs and manage expectations, maintain communication during service recovery

Behaviours

- ✓ **Developing self** – take ownership for keeping service knowledge and skills up to date and consider personal goals to propose development that will help achievement
- ✓ **Being open to feedback** – act and seek feedback from others
- ✓ **Team working** – frequently and consistently communicate and work with others to help 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, uphold the organisations core values and service culture





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- ✓ **Presentation – dress code, professional image** – demonstrate personal pride in the job through appropriate dress and positive, confident language
- ✓ **“Right first time”** – use communication behaviours that establish what each customer requires and manage expectations, take ownership from the first contact and then take responsibility to fulfil the promise

Adult Education recommends (and at no extra cost to you) the BTEC Diploma for Customer Service Practitioners, which will support the learner in developing the required knowledge, skills and behaviours.

Gateway and End Point Assessment

The employer will need to choose an independent End Point Assessment Organisation, who will complete the Apprenticeship process.

The End Point Assessment has a number of requirements:

- 1. Practical Observation** – Observation of you demonstrating skills and behaviours in the workplace
- 2. Professional Discussion** – a discussion around your standard outcomes and content
- 3. Apprentice Showcase** – a show case portfolio demonstrating knowledge, skills and behaviours.

The End Point Assessor will then award a grade.

