

# L2 APPRENTICESHIP

## CUSTOMER SERVICE PRACTITIONER

### Overview

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.

### Entry requirements\*

Grade 2 GCSE (E) or above in English and Maths

### Who is the course for?

Designed for apprentices in customer service roles. Customer Service Practitioners need to demonstrate excellent customer service skills and behaviours as well as strong product and/or service knowledge.

### Programme content

#### Knowledge

- Understand who customers are.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.

### KEY INFORMATION

**Typical Duration:**  
12 months + 3 months EPA

**Taught Days:**  
One day every other week

**Delivery Location:**  
Haven House (Truro)

**Funding Value:**  
£3,500

(£175 employer contribution if required)

## 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.
- 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.
- Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation.
- Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines.
- 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.
- Maintain informative communication during service recovery.

## Behaviours

- Take ownership for keeping your service knowledge and skills up-to-date.
- 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
- 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.
- Treat customers as individuals to provide a personalised customer service experience.
- Uphold the organisations core values and service culture through your actions.
- 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.
- Take ownership from the first contact and then take responsibility for fulfilling your promise.

## Gateway

The end point assessment is synoptic and takes place at the end of the apprentice's learning and development, after a minimum of 12 month's on programme learning. The employer, and, if appropriate in conjunction with the Training Provider, will formally sign-off that the apprentice has met the minimum requirements regarding knowledge, skills and behaviours within the standard and confirm they are ready to move on to the end assessment. This will happen during a meeting involving the apprentice, their line manager and the trainer.

## End point assessment

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.

## EPA methods

- Apprentice Showcase
- Practical Observation
- Professional Discussion



# Contact information

For further information, please call our Business Relations Team on 01872 242711 or email [apprenticeships@truro-penwith.ac.uk](mailto:apprenticeships@truro-penwith.ac.uk)

\* A guide to GCSE grading and Functional Skills

Department for Education

**GCSE Grading**

New Grading Structure	Old Grading Structure
9	A*
8	A*
7	A
6	B
5	B
4 Standard Pass	C
3	D
2	E
1	F
1	G
U	U

Functional Skills are equivalent to GCSE's, the table below shows the comparison

Entry Level 1	GCSE below G or Level 1
Level 1	GCSE D-G or level 1-3
Level 2	GCSE A*- C or level 4-9