



Customer Service Practitioner

Level 2 Apprenticeship



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Customer Service Practitioner Level 2 Apprenticeship

Providing customer service products and services for businesses and other organisations including face-to-face, telephone, digital and written contact and communications.

Summary

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.

Your actions will influence the customer experience and their satisfaction with your organisation. You will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to your customers. You provide service in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements. Your customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

Entry

Employers will set their own entry requirements, but it is expected that the individual would have worked with an operational role within the industry to start on this apprenticeship standard.

Duration

The duration of this apprenticeship is 15 months. Please note the last 3 months of the apprenticeship are allocated for the end point assessment.

Level

This apprenticeship standard is set at level 2.



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Knowledge

Knowing your customers

- 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

Understanding the organisation

- 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

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 experience

- 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

Product and service knowledge

- Understand the products or services that are available from your organisation and keep up-to-date

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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.

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.
- Maintain informative communication during service recovery.

Behaviours

Developing self

- 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 feedback

- 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

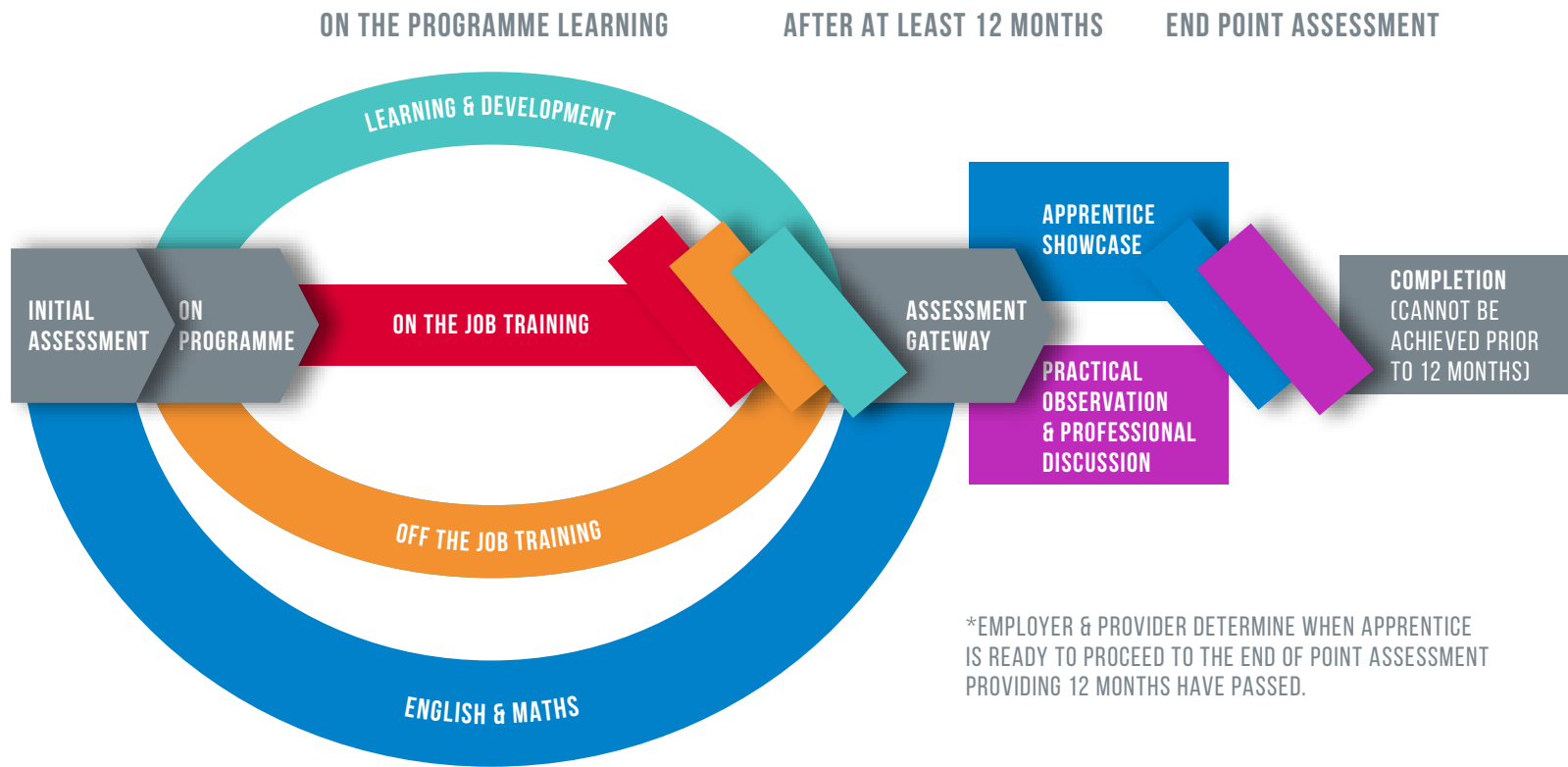
- Treat customers as individuals to provide a personalised customer service experience
- Uphold the organisations core values and service culture through your actions

“Right first time”

- 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



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End Point Assessment

For each of the three assessment methods, all pass criteria (100%) must be achieved to progress and complete the apprenticeship programme, as outlined below and identified in Annex A.

For a distinction to be awarded, apprentices must also achieve a distinction in each assessment method, as outlined below

Assessment Method	Weighting	Duration	To achieve a pass	To achieve a Distinction
Apprentice Showcase	65%	After a minimum of 12 months on-programme learning	100%	You must meet all of the pass criteria AND 70% of the distinction criteria
	20%	Minimum of 1 hour	100%	You must meet all of the pass criteria AND 80% of the distinction criteria
	15%	1 hour	100%	You must meet all of the pass criteria AND 75% of the distinction criteria

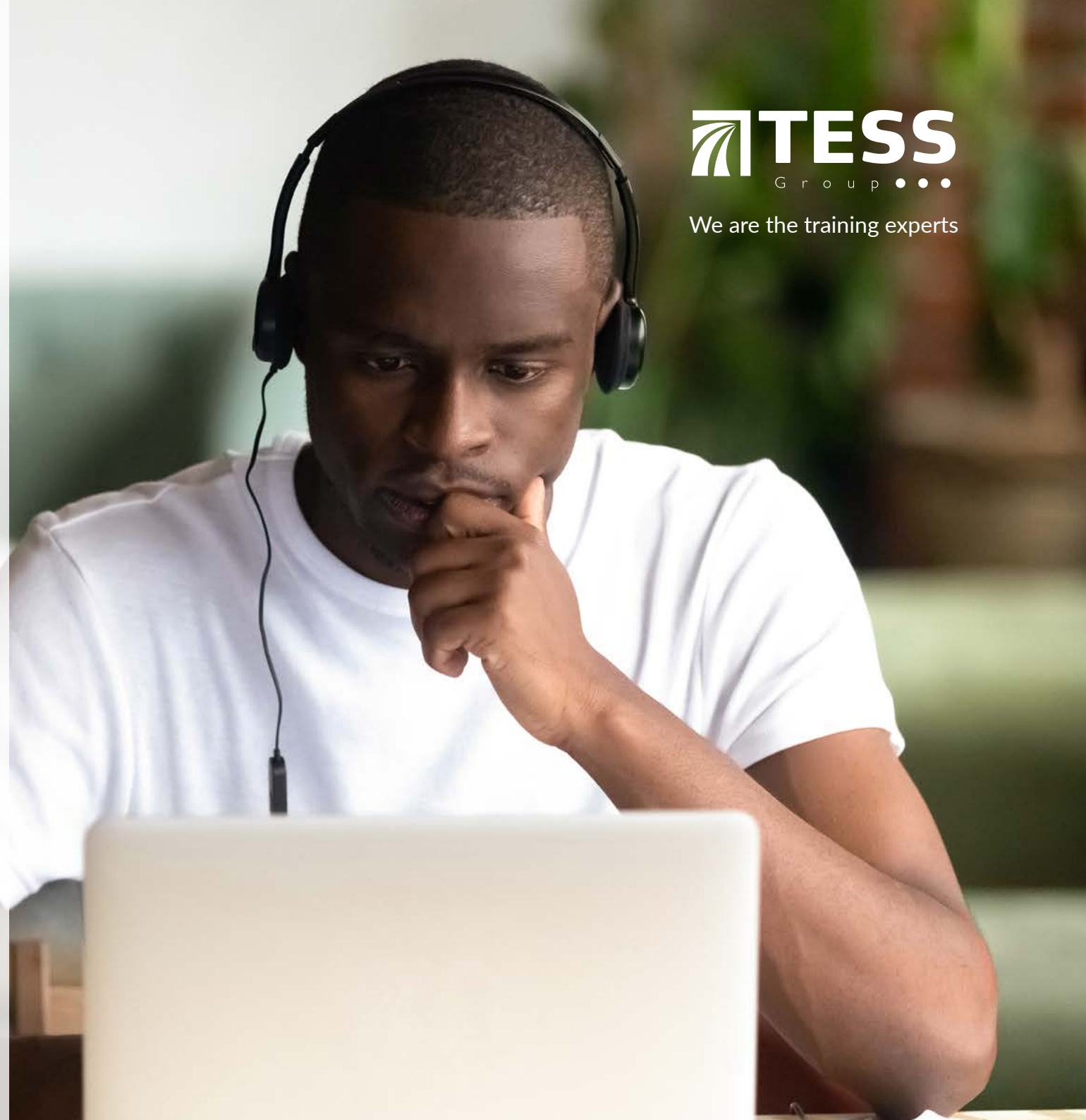


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Why Choose TESS?

- 2017 Ofsted Visit gave us a Good rating.
- Investors in People rated us Gold
- Won Apprenticeship Provider of the Year 2016 at the Apprenticeships4England Awards.
- We stand out from the industry as being a Learning & Development Provider with an MD that is CIPD qualified so the focus is definitely on learning!
- Learner & Employer Portal which shows real-time course progress plus allows learners to work on outstanding actions and attend E-learning sessions
- Reporting & Communication - the business has a dedicated Account Manager who is there to help with any queries. We also provide customised 24/7 live reporting to keep you up to speed with value from the apprenticeships.
- Tailored Marketing - we offer bespoke brochures and an online portal where interested learners can find out more about the qualifications. This marketing would have your business logo and input to it, to make it fit for purpose.
- Diverse Qualifications and training solutions for each person & department

For more information,
please call **01604 210 500**





The TESS Group
28 Queensbridge
Rushmills, Northampton
NN4 7BF
01604 210 500
info@thetessgroup.com
www.thetessgroup.com

