

CUSTOMER SERVICE PRACTITIONER

This training programme has been designed for those working in the business professions sector. Individuals will 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 such as dealing with orders, payments, offering advice, guidance and support or after care. They typically work as the first point of contact in any sector or organisation type.

Is this training programme for your business?

This programme is ideal for new and talented employees who want to learn and progress, or for your existing employees who are looking to retrain or upskill. It is ideal for those looking to develop their skills within the industry.

The programme in brief

- Level 2
- Duration - 11 months
- Blended approach to delivery which could include webinars, face-to-face, Skype, telephone and online learning
- Development of the learner's knowledge, skills and behaviour relevant to the job role
- Learners aged 16–18 must achieve maths and English at Level 1 or 2, depending on the standard, unless exempt
- Adults can complete Functional Skills alongside their apprenticeship, as individually agreed on a case-by-case basis
- End-Point Assessment



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The learner journey

1. 11 months on-programme – This is when the individual will learn the skills, knowledge and behaviours which will support them for their End-Point Assessment. The learner could partake in a combination of activities, such as classroom-based sessions, mentoring, shadowing, bespoke resources and off-site visits in order to support their learning and development.

From 1 August 2025, apprentices must complete at least 187 hours of off-the-job (OTJ) training over a minimum of 8 months, with some standards requiring more for those without prior learning. Learn more about [OTJ training hours](#).

2. Gateway – After the 11 months teaching and learning, you, your training provider and the learner will review the learners journey and decide whether it is the right time for the on-programme assessment.

3. End-Point Assessment – This is when your learner will need to demonstrate they have learnt the required knowledge, skills and behaviours, through an on demand knowledge test, a professional discussion, practical observation and business project.

How your employees will learn

Support is available to help your employees get the most from their training programme. Therefore we will provide them with the support and guidance they need through a mixture of face-to-face and online learning. Learners will have a dedicated Vocational Skills Coach who is there to guide them through their training programme. As well as their Vocational Skills Coach, learners have unlimited access to learning and support materials online. All of this will help the learners to meet the standards set, resulting in them becoming competent and fully qualified.

The learners End-Point Assessment will be facilitated through an approved Assessment Organisation registered on the Register of Apprentice Assessment Organisations.

Take a look at our full [Apprenticeship Offer](#)

What your employees will learn

Knowledge:

Understand who customers are; understand the difference between internal and external customers; understand the different needs of customers and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective; know your organisation's core values and how they link to service culture; understand how to build trust with a customer.

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; demonstrate patience and calmness; show you understand the customer's point of view; maintain informative communication during service recovery.

Behaviours:

Take ownership for keeping your service knowledge and skills up-to-date; being open to feedback; team-working; equality and treating all customers as individuals; presentation including dress code and professional language; share personal learning and case studies with others to support good practice, presenting recommendations for improvements.

For more information visit: [Skills England](#)