

# CUSTOMER SERVICE PRACTITIONER

This training programme provides an upskilling opportunity that can support career progression within the industry. It is ideal for customer service professionals who deal with customers through one-off or routine contacts, which could include managing customer queries, dealing with orders/payments, offering advice, guidance and support or gaining insight through measuring customer satisfaction.

## 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 - 12 months
- Blended approach to delivery which could include webinars, face-to-face, Skype, telephone and online learning
- Development of the learners knowledge, skills and behaviour relevant to the job role
- Level 1 and 2 Functional Skills where appropriate
- End-point Assessment



Call: **01388 777 129**

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## The learner journey

**1. 12 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. Learners must also partake in 20% off-job training

**2. Gateway** – After the 12 months teaching and learning, you, your training provider and the learner will review the learners's 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

We want 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 Talent Coach who is there to guide them through their training programme. As well as their Talent 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.

We will facilitate the delivery of the learners's End-Point Assessment through an approved Assessment Organisation registered on the Register of Apprentice Assessment Organisations.

## 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

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