

# CUSTOMER SERVICE PRACTITIONER

APPRENTICESHIP - LEVEL 2

DURATION - 12 MONTHS



 **LEARNING CURVE**  
GROUP

## WHAT IS A CUSTOMER SERVICE PRACTITIONER?

This training programme provides an upskilling opportunity that can support your 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.

They are often the first point of contact, and their actions will influence the customer experience and satisfaction with the organisation. They will demonstrate excellent customer service skills as well as product and/or service knowledge when dealing with customers.

## WHO IS THIS PROGRAMME FOR?

Working as part of a team and individually, learners will be required to communicate to customer in writing and verbally. Learners will also have delegated responsibility for supporting customers and providing a high quality of customer service which could result in purchases of products and/or services.

Typical job roles where this apprenticeship will be undertaken:

- Customer service manager
- Senior customer service advisor
- Customer services coordinator
- Team leader

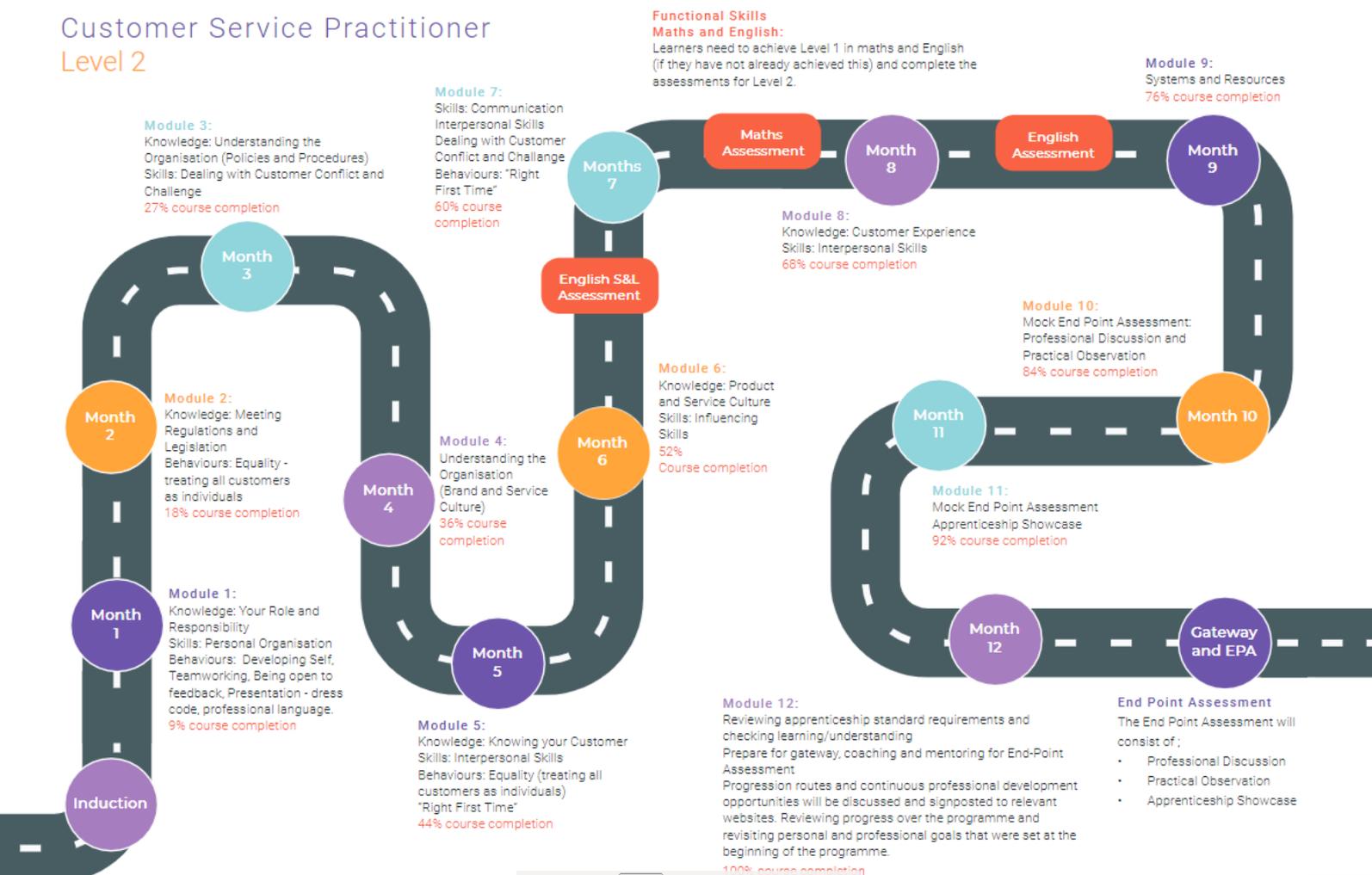
# HOW WILL I LEARN?

You will work towards pass/merit/distinction. Differentiation may be achieved through a wide variety of assessment methods with promotion of your own choice. You will be completing learning style questionnaires to support you to match learning opportunities with your preferred method. This is designed to make learning easier, more effective and more engaging.

Apprenticeship Trainers will adapt accordingly. Activities have been designed to stretch and challenge your learning. Specific training will be provided on command verbs to ensure you cover standards to the appropriate depth and breadth.

## YOUR LEARNING JOURNEY

### Customer Service Practitioner Level 2



## ASSESSMENT METHOD

### 20% OFF THE JOB

This programme is 12 months in duration, therefore a minimum of 390 hours of off-the-job training is required.

Examples of off-the-job training:

- Shadowing
- Mentoring
- Teaching and learning sessions with dedicated trainer
- Self-study (time spent working on assessments/assignments)
- Training on a new process or procedure
- Team training and meetings
- Visiting other companies

20% off-the-job training is anything that can help you gain new knowledge, skills and behaviours in your role.

### END-POINT ASSESSMENT (EPA)

The EPA will test the entire programme:

- Technical competencies
- Technical knowledge and understanding
- Underpinning skills, attitudes and behaviours

There's three sets of criteria on which the assessment and grading is made. The what, the how and the with whom.

## PROGRESSION

Completion of this apprenticeship will lead you to be eligible to join the Institute of Customer Service as an Individual member at professional level. As well as progressing on to the level 3 Customer Service Specialist apprenticeship programme or alternatively the level 3 Business Administration apprenticeship.

