

LEVEL 2 CUSTOMER SERVICE PRACTITIONER

Customer service practitioner provides customer service products and services for businesses and other organisations, including face-to-face, telephone, digital and written contact and communications; customer service practitioners' main responsibility is to provide a high-quality service to customers, which will be delivered from the workplace, digitally, or through the customer's 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, aftercare, service recovery or gaining insight through measuring customer satisfaction. Providing customer interactions and offering a wide range of situations can be face-to-face, telephone, post, email, text and social media.

DELIVERY OVER 15 MONTHS

INDUCTION

One day induction to Apprenticeship programme, meeting with a Skills Coach and Delivery Plan agreed.

IN COLLEGE

Weekly workshops and monthly work based session for the duration of Programme.

ONLINE

Access learning materials 24/7 via Smart Assessor - your online learning environment

ASSESSMENT

On programme assessments every 6-8 weeks, including progress reviews every 8-10 weeks.

END POINT ASSESSMENT

- Apprentice Showcase
- Practical Observation
- Professional Discussion

KNOWLEDGE/ SKILLS/BEHAVIOURS

Knowledge

- Understand who customers are
- Understand the difference between internal and external customers.
- Know the purpose of the business and what 'brand promise' means
- Know your organisation's core values and how they link to the culture.
- Know the appropriate legislation and regulatory requirements that affect your business.
- Know your responsibility and how to apply it when delivering service.

Skills

- Demonstrate patience and calmness
- Show you understand the customer's point of view
- Use appropriate sign-posting or resolution to meet your customer's needs and manage expectations
- Maintain informative communication during service recovery directions.

Behaviours

- Treat customer as individuals to provide personalised customer service.
- Uphold the organisation's core values and service culture
- Demonstrate patience and calmness.
- Show you understand the customer's point of view.
- Use appropriate sign-posting or resolution to meet your customer's needs and manage expectations.
- Maintain informative communication
- during service recovery.

QUALIFICATION

Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member

JOB EXAMPLES

- Call Centres
- Receptionist
- Customer advisors
- Bank Advisors

ENTRY REQUIREMENTS

Maths and English GCSE Grades 9 - 3; A* - E; Functional Skills Entry Level 3 or initial assessment results at Entry Level 3. Individuals requiring additional support are required to participate in an intensive week programme; otherwise, are mandated to attend weekly sessions

PROGRESSION

- Level 3 Team Leader, Level 5 Management