



So, you want to know more about becoming a...

Level 2 Customer Service Practitioner

Way2Work Apprenticeships



achieving
for children

What does a Customer Service Practitioner do?

- Customer Service Practitioners provide information in response to enquiries about a product or service.
- The core responsibility of those working in customer services is 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.
- Excellent communication abilities and data entry skills are essential for anyone working in a customer service role. In this role you will be the first point of contact and work in any sector of organisation type.

What does their day to day role look like?

- The roles and responsibilities of Customer Service Practitioners are varied but your actions will influence the customer experience and their satisfaction with your organisation.
- Your customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media. Typical duties may include:
- Receiving and placing customer service telephone calls, Maintaining solid customer relationships by handling questions and concerns with speed and professionalism, Resolving customer complaints, managing database records and drafting status reports on customer service issues, Data entry and research as required to troubleshoot customer problems.

"Providing customer service products and services for businesses"

Customer Service Advisor, Customer Service Team Leader, Customer Service Sales and Telesales Support Personnel

↑ Typical career progression job titles

Duration of apprenticeship:

- 12 months

Qualifications:

- Apprentices will be required to have or achieve Level 1 English and Maths and to have taken Level 2 English and Maths tests prior to completion of their Apprenticeship.

Career progression:

- Learners could progress to employment in customer service within any sector or industry.

Please see overleaf for a breakdown of the course content.

For further information on **Level 2 Customer Service Practitioner** Apprenticeship please visit:

www.instituteforapprenticeships.org/apprenticeship-standards/customer-service-practitioner-v1-1

Customer Service Practitioner Level 2 - Scheme of Work

As part of the introduction to this programme, you will be provided with:

- Induction and overview of the Apprenticeship Standard
- Explanation of assessment methods
- Introduction to Onefile
- Action planning and development activities for the coming months

Month	Objective/s (the learner will be able to...)
1	<ul style="list-style-type: none">• State the benefits of the apprenticeship on their customer knowledge and skills• Identify what a customer is• Describe the difference between an internal and external customer• Explain active listening• Recognise the importance of self-development
2	<ul style="list-style-type: none">• Present an overview of their job role and responsibilities• State two pieces of legislation relevant to a customer service role• Identify what customer service is
3	<ul style="list-style-type: none">• Present an overview of their organisations mission and values• Identify public, private and third sector organisations• State the meaning of a customer need and expectation• Explain the importance of a tidy and professional image
4	<ul style="list-style-type: none">• Present the difference between internal and external customers in the context of their organisation• Identify the differences between providing a product and a service• Know the signs of a challenging customer

Customer Service Practitioner Level 2 - Scheme of Work

Month	Objective/s (the learner will be able to...)
5	<ul style="list-style-type: none">• Present their organisations complaint/escalation policy• State how to deal with a challenging customer• Describe the importance of team work• Know who they can speak to if they have a safeguarding concern
6	<ul style="list-style-type: none">• Present the equipment, system and technology used in their organisation• Explain the importance of feedback and a positive attitude• Understand the end point showcase
7	<ul style="list-style-type: none">• Present their own targets and goals in relation to their customer service role• State the importance of identifying own strengths and weaknesses• Identify development opportunities• Understand the end point observation and discussion
8	<ul style="list-style-type: none">• Present feedback they have received on their customer service skills• State the benefits of customer improvement to an organisation• Prepare for end point assessment observation• Know who they can speak to if they have a safeguarding concern
9	<ul style="list-style-type: none">• Present end point showcase

End Point Assessment (EPA)

When your training is complete, we will make the decision, along with your employer, to put you forward to your End Point Assessment (EPA). This is the final process in your apprenticeship, it is an assessment of the knowledge, skills and behaviours that you would have learn throughout the apprenticeship.

This will involve an Independent Assessor visiting you in your workplace to complete the following:

1. **Knowledge Test**
2. **Professional Discussion** (with Portfolio of Evidence to be included)

Your employer, your Assessor and the W2W team will support you through the EPA. For more information about the process, you can contact the W2W team at **way2work@achievingforchildren.org.uk**

Certification

When you have successfully completed your apprenticeship and passed your EPA, you will be awarded a certificate.

Get in touch

Becoming a Customer Service Practitioner is an exciting job, not only will you have the advantage of a flexible career, you will also develop practical and technical skills, not just in your professional life, but your personal life too.

Take up this opportunity and we can make this career a reality for you - join our Level 2 Customer Service Practitioner programme today!

For further information on how to apply, please visit **www.way2work.org.uk**