



# CUSTOMER SERVICE PRACTITIONER APPRENTICESHIP STANDARD LEVEL 2

Attract great talent, upskill your teams  
and plan for your future.

Suitable for both new and existing employees.



# PROGRAMME OVERVIEW

## DURATION

The duration of this apprenticeship is typically 16 months (depending on experience)

## STUDY MODE

- Online with tutor led sessions.
- Blended learning with online and face-to-face sessions and support (at the employers premises)
- There is an End-Point-Assessment for this apprenticeship. This is when the learner will demonstrate they have learnt the required knowledge, skills and behaviours.

## QUALIFICATIONS TO BE AWARDED

- Level 2 Customer Service Practitioner Apprenticeship
- Functional Skills English and maths (if required)

## PROGRESSION OPPORTUNITIES

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

ON-PROGRAMME LEARNING		EPA	
<b>KNOWLEDGE &amp; SKILLS</b> <ul style="list-style-type: none"><li>• Knowing your customers</li><li>• Understanding the organisation</li><li>• Meeting regulations and legislation</li><li>• Systems and resources</li><li>• Your role and responsibility</li><li>• Customer experience</li><li>• Product and service knowledge</li><li>• Interpersonal skills</li><li>• Communication</li><li>• Influencing skills</li><li>• Personal organisation</li><li>• Dealing with customer conflict and challenge</li></ul>	<b>BEHAVIOURS</b> <ul style="list-style-type: none"><li>• Developing self</li><li>• Being open to feedback</li><li>• Team working</li><li>• Equality - treating all customers as individuals</li><li>• Presentation - dress code, professional language</li><li>• “Right first time”</li></ul>	<b>EPA GATEWAY</b>	<b>END-POINT-ASSESSMENT</b>
0-13 MONTHS		3 MONTHS	

# KNOWLEDGE OVERVIEW

A CUSTOMER SERVICE PRACTITIONER WILL BE ABLE TO UNDERSTAND AND HAVE KNOWLEDGE OF:

## KNOWING YOUR CUSTOMERS

- Understand who customers are.
- Understand the difference between internal and external customers.
- Understand the different needs and priorities of your customers and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective.

## UNDERSTANDING THE ORGANISATION

- Know the purpose of the business and what 'brand promise' means
- Know your organisation's core values and how they link to the service culture.
- Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation.

## MEETING REGULATIONS AND LEGISLATION

- Know the appropriate legislation and regulatory requirements that affect your business.
- Know your responsibility in relation to this and how to apply it when delivering service.

## SYSTEMS AND RESOURCES

- Know how to use systems, equipment and technology to meet the needs of your customers.
- Understand types of measurement and evaluation tools available to monitor customer service levels.

## YOUR ROLE AND RESPONSIBILITY

- Understand your role and responsibility within your organisation and the impact of your actions on others.
- Know the targets and goals you need to deliver against.

## PRODUCT AND SERVICE KNOWLEDGE

- Understand the products or services that are available from your organisation and keep up-to-date.

## CUSTOMER EXPERIENCE

- Understand how establishing the facts enable you to create a customer focused experience and appropriate response.
- Understand how to build trust with a customer and why this is important.

# SKILLS OVERVIEW

A CUSTOMER SERVICE PRACTITIONER WILL BE ABLE TO DEMONSTRATE THE FOLLOWING SKILLS WITHIN THE CONTEXT OF THE ORGANISATION:

## INTERPERSONAL 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.

## COMMUNICATION

- Depending on your job role and work environment:
- Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or
- Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions.
- Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand.

## INFLUENCING SKILLS

- Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation.

## PERSONAL ORGANISATION

- Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines.

## DEALING WITH CONFLICT AND CHALLENGE

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

# BEHAVIOURS OVERVIEW

A CUSTOMER SERVICE PRACTITIONER WILL BE ABLE TO DEMONSTRATE THE FOLLOWING BEHAVIOURS:

## BEHAVIOURS

### Developing self

- Take ownership for keeping your service knowledge and skills up-to-date.
- Consider personal goals and propose development that would help achieve them.

### Being open to feedback

- Act on and seek feedback from others to develop or maintain personal service skills and knowledge.

### Team working

- Frequently and consistently communicate and work with others in the interest of helping customers efficiently.
- Share personal learning and case studies with others, presenting recommendations, and improvement to support good practice.

### Equality - treating all customers as individuals

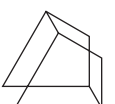
- Treat customers as individuals to provide a personalised customer service experience.
- Uphold the organisations core values and service culture through your actions.

### Presentation - dress code, professional language

- Demonstrate personal pride in the job through appropriate dress and positive and confident language.

### “Right first time”

- Use communication behaviours that establish clearly what each customer requires and manage their expectations.
- Take ownership from the first contact and then take responsibility for fulfilling your promise.



# EPA GATEWAY

## END-POINT-ASSESSMENT GATEWAY READINESS

The EPA will be triggered by the following events:

- the minimum time duration allocated to the Standard has been met;
- judgement of readiness to go beyond the gateway is the decision of the Employer based on completion of all on-programme requirements.
- the apprentice believes they are ready to submit, to the EPAO, a selection of exemplary evidence, in their portfolio, which fulfil the knowledge, skills and behavioural practice in relation to the Standard.
- the employer to confirm that the portfolio is ready to submit to the EPAO
- the EPAO confirms that the portfolio has been received
- successful completion of English and maths: a minimum Level 1 qualification in English and mathematics and an attempt at Level 2 is required for this apprenticeship and must be achieved prior to the End-point Assessment (EPA), and confirmed by the employer.

# END-POINT-ASSESSMENT

## END-POINT-ASSESSMENT METHODS

The end-point-assessment consists of three assessment methods:

1. Apprentice showcase - 65% weighting
2. Practical observation - 20% weighting
3. Professional discussion - 15% weighting

## APPRENTICE SHOWCASE

The apprentice showcase is compiled after 12 months of on-programme learning. The Apprentice Showcase enables apprentices to reflect and present examples of their development over the whole on-programme period. With guidance from the employer and/or training provider the apprentice will select appropriate evidence from the on programme portfolio to demonstrate the minimum requirements of the standard at the final stage of the programme as an 'Apprentice Showcase'. This will attest to professional competence at the level.

The apprentice showcase will be reviewed and assessed by the independent assessor. The evidence contained in the apprentice showcase will be assessed against the following areas of the standard.

- Understanding the organisation
- Meeting regulations and legislation
- Systems and resources
- Product and service knowledge
- Influencing skills
- Personal organisation
- Dealing with customer conflict and challenge
- Developing self
- Being open to feedback
- Team working

The apprentice showcase, as agreed by the employer and apprentice with the assessment organisation, can therefore be assessed face to face or remotely. It can be showcased by the learner through the delivery of a presentation or by a virtual form of assessment such as submission of a report, storyboard, journal etc to the assessment organisation.

The apprentice showcase will be assessed against an externally set brief, written by the assessment organisation, working with Employers and other stakeholders, as appropriate, to ensure consistency.

It is expected that the externally set brief will include elements such as work-based evidence, including customer feedback, recordings, manager statements, and witness statements. It will also include evidence from others, such as mid-and-end of year performance reviews, and feedback. It is important to acknowledge that the employer and training provider will work together throughout the on-programme learning, ensuring all learning is consistently applied throughout the Apprenticeship and not just at the End Point Assessment or in the Apprentice Showcase. The apprentice will then present to the Independent Assessor to provide an opportunity for them to interview the apprentice and delve deeper in to the learning and experience. This is to ensure rigor, competence and independence.

## PRACTICAL OBSERVATION

The practical observation will be pre-planned and scheduled to when the apprentice will be in their normal place of work and will be carried out by the Independent Assessor. The observation should enable the apprentice to evidence their skills, knowledge and behaviour from across the standard to demonstrate genuine and demanding work objectives. Each situation within the observation will be different, and examples are, handling a general enquiry, dealing with a customer complaint or a need for further information or detail, but it is mandatory that the observation covers as a minimum: presentation, equality, interpersonal skills, communication and personal organisation. Those areas of the standard which are not able to be evidenced during the observation will be discussed subsequently as part of the professional discussion with the Independent Assessor.



## PROFESSIONAL DISCUSSION

The professional discussion will be a structured discussion between the apprentice and the Independent Assessor, following the observation, to establish the apprentice's understanding and application of knowledge, skills and behaviours. The professional discussion will need to take place in a suitable environment and should last for a maximum of one hour. The discussion will be against set criteria in the occupational brief to ensure standardisation and consistency. It will be appropriately structured to draw out the best of the apprentice's energy, enthusiasm, competence and excellence.

The purpose of the professional discussion is to:

- clarify any questions the Independent Assessor has from their assessment of the learner journey and practical observation;
- confirm and validate judgements about the quality of work;
- explore aspects of the work, including how it was carried out, in more detail;
- discuss how the apprentice would behave in specific scenarios, should they not have occurred within the practical observation;
- ask questions in relation to personal development and reflection;
- provide a basis for the Independent Assessor to make a decision about the grade to be awarded.

The Independent Assessor will plan the professional discussion in advance and in conjunction with the apprentice and employer. It will follow the occupational brief which will be subject to internal and external quality assurance.

The professional discussion will be graded by the Independent Assessor based on the standard and grading criteria. Final judgement and the overall grade for the apprenticeship will be made by the Independent Assessor following completion of both the practical observation and professional discussion.

## GRADING AND DETERMINATION

The apprenticeship includes Pass and Distinction grades which are applied at the end point assessment with the final grade based on the performance in the apprentice showcase, the practical observation and a professional discussion.

A pass apprentice will competently perform their role demonstrating application of the knowledge, skills and behaviours against the whole standard in line with organisation and regulatory requirements and ensuring customer satisfaction.

A distinction apprentice, in addition to meeting the pass criteria, will consistently perform above the required level for the role.



## COSTS

This programme costs £3,500 and is covered through a companies Apprenticeship Levy.

If the employer does not pay into the levy they will only pay £175 if they have more than 50 employees or if the apprentice is aged 19+. Employers with less than 50 employees receive full funding if the apprentice is aged 16-18.





## MORE INFORMATION

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