

# Customer Service Practitioner Apprenticeship Standard



## Role/Occupation: Customer Service Practitioner Level 2

**Overview:** Providing customer service products and services for businesses and organisations including face-to-face, telephone, digital and written contact and communications

The role of a Customer Service Practitioner is to deliver high quality products and services to the customers of their organisation. Their core responsibility will be 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. 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, after care, service recovery or gaining insight through measuring customer satisfaction.

The Customer Service Practitioner may be the first point of contact and work in any sector or organisation type. Their actions will influence the customer experience and their satisfaction with the organisation. The apprentice will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to customers. They provide service in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements. Customer interactions may cover a wide range of situations and can include face-to-face, telephone, post, email, text and social media.

### DURATION

The apprenticeship will typically take 18 months to complete.

### ENTRY REQUIREMENTS

Entry requirements will be determined by individual employers.

### ENGLISH & MATHS

Apprentices without a Level 2 in English or Maths, will need to achieve Level 1 and have taken the test for Level 2, prior to taking their End Point Assessment. For those with an education, health and care plan or a legacy statement, the minimum English and Maths requirement is Entry Level 3. For those whose primary language is British Sign Language, BSL qualifications are an alternative to English qualifications.

### QUALIFICATIONS

There are no mandatory qualifications for this apprenticeship standard.

### LINK TO PROFESSIONAL REGISTRATION

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

## COMPETENCIES

Knowledge	What is required
Knowing Your Customers	<p>Understand who customers are</p> <p>Understand the difference between internal and external customers</p> <p>Understand the different needs and priorities of customers and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective</p>
Understanding the Organisation	<p>Know the purpose of the business and what 'brand promise' means</p> <p>Know your organisation's core values and how they link to the service culture</p> <p>Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation</p>
Meeting Regulations & Legislation	<p>Know the appropriate legislation and regulatory requirements that affect your business</p> <p>Know your responsibility in relation to this and how to apply it when delivering service</p>
Systems & Resources	<p>Know how to use systems, equipment and technology to meet the needs of your customers</p> <p>Understand types of measurement and evaluation tools available to monitor customer service levels</p>
Your Role & Responsibility	<p>Understand your role and responsibility within your organisation and the impact of your actions on others</p> <p>Know the targets and goals you need to deliver against</p>
Customer Experience	<p>Understand how establishing the facts enable you to create a customer focused experience and appropriate response</p> <p>Understand how to build trust with a customer and why this is important</p>
Product & Service Knowledge	<p>Understand the products or services that are available from your organisation and keep up-to-date</p>

Skills	What is required
Interpersonal Skills	<p>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</p>
Communication	<p>Depending on your job role and work environment:</p> <ul style="list-style-type: none"> <li>• Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or</li> <li>• Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during nonfacing customer interactions</li> </ul> <p>Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand</p>
Influencing Skills	<p>Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation</p>

<b>Skills</b>	<b>What is required</b> <i>(Continued)</i>
Personal Organisation	Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines
Dealing with Customer Conflict & Challenge	Demonstrate patience and calmness Show you understand the customer's point of view Use appropriate signposting or resolution to meet your customers' needs and manage expectations Maintain informative communication during service recovery

<b>Behaviours</b>	<b>What is required</b>
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 professional 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

## ON-PROGRAMME DELIVERY

Each apprentice will be allocated a Coach to support ongoing learning and preparation for End Point Assessment. In addition Progress Reviews will take place regularly to ensure the apprentice is on track. All apprentices will be invited to attend relevant workshops to support the development of their Knowledge, Skills and Behaviours.

## END POINT ASSESSMENT

The EPA consists of three assessment methods:

1. Apprentice Showcase
2. Practical Observation
3. Professional Discussion

The EPA will be conducted by an Independent External Assessment Organisation (IEAO).

## PROGRESSION

Please talk to us about progression from this apprenticeship.

## REALITY CHECK

- Time and support required from the employer to the apprentice during the apprenticeship to include: regular Performance Reviews, relevant off the job training and preparation for the final EPA
- Expectation of significant amounts of study/work from the apprentice in order to meet the requirements of the apprenticeship
- Employer has to be involved in the EPA and provide support and time to the apprentice in preparation for the EPA

## COSTINGS

### **Maximum Funding Band: £3,500**

The cost of the apprenticeship will be negotiated with you in line with Government guidelines