



# CUSTOMER SERVICE PRACTITIONER

## LEVEL 2 APPRENTICESHIP

### DETAILS

The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. Your 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. You may be the first point of contact and work in any sector or organisation type.

Your actions will influence the customer experience and their satisfaction with your organisation. You will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to your customers. You provide service in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements. Your customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

#### Who is this Apprenticeship for?

This apprenticeship is ideal for new and talented employees who want to learn and progress, or for existing employees who are looking to retrain or upskill. It is ideal for those looking to develop their skills within the industry.

#### Programme in Brief

- Duration - 16 months
- Blended delivery including MS Teams, face-to-face, telephone and online learning
- Develop learners knowledge, skills and behaviours
- End-point Assessment

# ON PROGRAMME LEARNING

This is when the apprentice will learn the skills, knowledge and behaviours which will support them for their end-point assessment. The apprentice will take part in a combination of activities, such as face-to-face classroom-based sessions, remote learning sessions, work shadowing and online learning, in order to support their learning and development and compile a portfolio of evidence.



## KNOWLEDGE

- Knowing your customers
- Understanding the organisation
- Meeting regulations & legislation
- Systems and resources
- Your role and responsibility
- Customer experience
- Product and service knowledge



## SKILLS

- Interpersonal skills
- Communication
- Influencing skills
- Personal organisation
- Dealing with customer conflict and challenge



## BEHAVIOURS

- Developing self
- Being open to feedback
- Team working
- Equality – treating all customers as individuals
- Presentation – dress code, professional language
- “Right first time”

## Off-the-Job Training

Apprenticeships are about upskilling an individual. Reaching occupational competency takes time. Many employers and apprentices have praised the positive effect off-the-job training has on their productivity and apprentices feel valued by the significant investment in their training. All off the job training must be relevant to the Apprenticeship Standard being undertaken. This will be agreed before an apprentice commences their programme.

# END-POINT ASSESSMENT

At the end of the on programme learning, the apprentice will be required to undertake an end-point assessment to demonstrate they have met the occupational standard. This includes:

- Apprentice Showcase
- Practical Observation
- Professional discussion



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