



Apprenticeship Standard Factsheet **Customer Service Practitioner LEVEL 2**

Duration of Apprenticeship:

Customer Service Practitioner apprenticeship will typically take a minimum of 12 months to complete.

Entry Requirements:

Entry requirements will be determined by individual employers but typically potential apprentices will be required to achieve level 1 English and maths and to have taken Level 2 English and maths prior to completion of their apprenticeships

Costs:

Costs will be dependent on several factors such as age of apprentice, work location and level of experience in the sector. Incentives may be available for some employers. Please contact us for more information.

Delivery Location:

Delivery is workbased using blended learning technologies on the employer's premises, with an expectation of 20% of off the job training as a legal requirement.

Introduction to programme:

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.

Knowledge	
Knowing your customers	<ul style="list-style-type: none"> Understanding who your customers are
	<ul style="list-style-type: none"> Understand the difference between the internal and external customers
	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Know the purpose of the business and what 'brand promise' means.
	<ul style="list-style-type: none"> Know your organisation's core values and how they link to the service culture.
	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Know the appropriate legislation and regulatory requirements that affect your business.
	<ul style="list-style-type: none"> Know your responsibility in relation to this and how to apply it when delivering service.
Systems and resources	<ul style="list-style-type: none"> Know how to use systems, equipment and technology to meet the needs of your customers.



	<ul style="list-style-type: none"> Understand types of measurement and evaluation tools available to monitor customer service levels.
Your role and responsibilities	<ul style="list-style-type: none"> Understand your role and responsibility within your organisation and the impact of your action on others.
	<ul style="list-style-type: none"> Know the targets and goals you need to deliver against.
Customer Experience	<ul style="list-style-type: none"> Understand how establishing the facts enable you to create a customer focused experience and appropriate response
	<ul style="list-style-type: none"> Understand how to build customer trust with a customer and why this is important.
Product and service knowledge	<ul style="list-style-type: none"> Understand the production or services that are available from your organisation and keep up-to-date.

Skills	
Interpersonal Skills	Use a range of questioning skills, including listening and responding in a way the builds rapport, determines customer needs and expectations and achieved positive engagement and delivery.
Communication	<ul style="list-style-type: none"> Depending on your job role and work environment: Use appropriate verbal, non-verbal communication skills, along with summarising language during face-to-face communications. And/or Use appropriate communications skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions.
	<ul style="list-style-type: none"> Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand.
Influencing skills	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines
Dealing with customer conflict and challenge	
	<ul style="list-style-type: none"> Demonstrate patience and calmness
	<ul style="list-style-type: none"> Show you understand the customer's point of view.
	<ul style="list-style-type: none"> Use appropriate sign-posting or resolution to meet your customers needs and manager expectations.
	<ul style="list-style-type: none"> Maintain informative communication during service recovery.

Behaviours/Attitudes	
Developing self	<ul style="list-style-type: none"> Take ownership for keeping your service knowledge and skills up to date
	<ul style="list-style-type: none"> Consider personal goals and propose development that would help achieve them.
Being open to feedback	<ul style="list-style-type: none"> Act on and seek feedback from others to develop or maintain personal service skills and knowledge.
Team working	<ul style="list-style-type: none"> Frequently and consistently communicate and work with others in the interest of helping the customer.
	<ul style="list-style-type: none"> Share personal learning and case studies with others, presenting recommendations
Equality – treating all customers as equals	<ul style="list-style-type: none"> Treat customers as individuals to provide a personalised customer service experience.
	<ul style="list-style-type: none"> Uphold the organisation's core values and service culture through your actions

Presentation	<ul style="list-style-type: none"> • Demonstrate personal pride in the job through appropriate dress and positive and confident language.
“Right first time”	<ul style="list-style-type: none"> • Use communication behaviours that establish clearly what each customer requires and manage their expectations
	<ul style="list-style-type: none"> • Take ownership from the first contact and then take responsibility for fulfilling your promise.

End Point Grading

The end point assessment is synoptic and takes place at the end of the apprentice’s learning and development, after a minimum of 12 months on programme learning.

The employer, and, if appropriate in conjunction with the Training Provider, will formally sign-off that the apprentice has met the minimum requirements in regard to knowledge, skills and behaviours within the standard and confirm they are ready to move on to the end assessment. This will happen during a meeting involving the apprentice, their line manager and the trainer.

For each of the three assessment methods, all pass criteria (100%) must be achieved to progress and complete the apprenticeship programme

For a distinction to be awarded, the apprentices must also achieve a distinction in each assessment method outlined below

End Assessment Components:

The End Assessment forms 100% of the assessment of achievement of the apprenticeship standard. The End Assessment will contain 3 components

Assessment Method	Weighting	Duration	To achieve a pass	To achieve a distinction
Apprentice Showcase	65%	After a minimum of 12 months on-programme	100%	You must meet all of the criteria AND 70% of the distinction criteria
Practical Observation	20%	Minimum 1 Hour	100%	You must meet all of the criteria AND 80% of the distinction criteria
Professional Discussion	15%	1 Hour	100%	You must meet all of the criteria AND 75% of the distinction criteria

How to apply

To apply for this course, complete a Myerscough College Application Form. You can either contact the Employer Services Team or download one from the website.

Please return the completed application form to;

Employer Services, Myerscough College, Bilsborrow, Preston, PR3 0RY

Or email the completed electronic form to wbandapplications@myerscough.ac.uk

Telephone: 01995 642255

Email: employerenquiries@myerscough.ac.uk Website: www.myerscough.ac.uk