



CUSTOMER SERVICES PRACTITIONER LEVEL 2 APPRENTICESHIP

Level: Intermediate Apprenticeship (Level 2)

Typical Duration: 12 Months

Delivery Model: Work-based

Delivery Location: North West Only

Start Date: Throughout the year



Introduction to the 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.



Duration

This apprenticeship will typically take 12 months to complete. The length may be altered if the apprentice has already gained knowledge and skills working in this sector.



Entry requirements

Employers set the selection criteria for their apprentices. Typically, this will include a minimum of 5 GCSE's at Grade 9-4, or equivalent, including English and Maths. Apprentices without level 1 Functional Skills will need to achieve this level as part of their apprenticeship.



In addition, it is desirable that the apprentice has a basic understanding of Information and Communication Technology.



Costs

Costs will be dependent on several factors such as age of apprentice and size of employer. The cost may be altered if the apprentice has already gained knowledge and skills working in this sector. Please contact us for more information.



Delivery Location

Delivery is work-based using blended learning technologies on the employer's premises. There is an expectation that 20% of the working week will be off the job training, which is a legal requirement.



Knowledge, Skills & Behaviour gained

Throughout the programme, apprentices will work towards gaining the following knowledge, skills & behaviours:

Knowledge

Have a knowledge of:

- Knowing your customers – understand who your customers are, understand the difference between the internal and external customers and understand the different needs and priorities of your customers and the best way to manage their expectations, recognise 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 and know the internal policies and procedures, including any complains 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, and 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 technologies to meet the needs of your customers and understand types of measurement and evaluation tools available to monitor customer service levels.
- Your role and responsibilities – understand your role and responsibility within your organisation and the impact of your action on others and know the targets and goals you need to deliver against.
- Customer Experience – understand how establishing the facts enable you to create a customer focused experience and appropriate response and Understand how to build customer trust with a customer and why this is important.
- Product and Service knowledge – understand the production or services that are available from your organisation and keep up-to-date.



Skills

Have the ability to:

- 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.
- 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 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.
- Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation.
- Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines
- 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 manager expectations.
- Maintain informative communication during service recovery.

Behaviours

Have the required behaviours including:

- Developing self – take ownership for keeping your service knowledge and skills up to date and 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 the customer and share personal learning and case studies with others, presenting recommendations.
- Equality (treating all customers as equal) – treat customers as individuals to provide a personalised customer service experience and uphold the organisation's core values and service culture through your actions.
- Presentation – 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 and take ownership from the first contact and then take responsibility for fulfilling your promise.



End Point Assessment

At a point where employer, tutor and apprentice feel is appropriate, apprentices will undertake an end point assessment, which is carried out by a separate approved organisation, independent from Myerscough College.

The end point assessment will contain 3 components:

- Apprentice Showcase
- Practical Observation
- Professional Discussion

There will be 2 levels of achievement: Pass & Distinction

In the unlikely event of an apprentice needing to resit an End Point Assessment (or elements of the End Point Assessment), then the employer will be responsible for funding these additional costs.



Progression

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



How to apply

In order to start the enrolment process we need an **Online Application Form** to be completed & submitted. You can do this by contacting the Employer Services Team.

Telephone: 01995 642255, Email: employerenquiries@myerscough.ac.uk

Website: www.myerscough.ac.uk