

# CUSTOMER SERVICE PRACTITIONER LEVEL 2



## ABOUT

A Customer Service Practitioner Apprentice will gain knowledge and skills such as:

- Who the customers are and the difference between internal and external customers.
- How to answer customer support messages via telephone or Web.
- How to build trust with customers and why this is important.
- How 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.
- How to accurately record and log customer interactions.
- How to retrieve this information to create reports for management.
- To understand different types of measurement and evaluation tools available to monitor customer service levels.
- How to keep sensitive information and financial records private and confidential.
- Understand the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation.
- How to address customer questions about new products and services.
- How to give feedback to help improve customer service culture, response times and improve staff experience.

- Your organisation's core values and how they link to the service culture.
- How to contribute to bottom lines sales by increasing customer satisfaction.



## ENTRY REQUIREMENTS

Apprentices will be required to have or achieve level 1 English and Maths and to have taken level 2 English and Maths tests prior to completing End-Point Assessment.



## TYPICAL JOB ROLES

- Customer Service Assistant
- Call Centre Assistant
- Bank Customer Service Assistant
- Housing Customer Service Assistant
- Insurance Customer Service Assistant
- Financial Customer Service Assistant



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**DURATION: 12 MONTHS**

For apprentice to complete.

## EPA REQUIREMENTS

At the end of an apprenticeship, learners are required to carry out End-Point Assessment.

The EPA components for this standard are:

Apprentice Showcase • Practical Observation • Professional Discussion

## HOW IT WORKS



### 1. SCOPING SESSION

We provide an initial scoping session, which includes everything from mapping the Job Role to the correct Level Apprenticeship, agreeing delivery programmes and helping employers understand the apprenticeship funding process.



### 2. ENROLMENT

We enrol/induct the learners and explain how a bespoke delivery plan, based on the requirements of the business, will work in practical terms.



### 3. DELIVERY

Over the duration of the training we support the learners in the workplace with face to face and remote sessions. We also support the apprentices' mentor and/or line manager's involvement in overseeing the Apprenticeship training.



### 4. ASSESSMENT

We arrange all relevant End-Point Assessment and prepare the learner on what to expect during End-Point Assessment.



### 5. CERTIFICATION

Following the successful completion of the training the learner receives their certification.



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