

2



CUSTOMER SERVICE PRACTITIONER

The Customer Service Practitioner Level 2 Apprenticeship prepares individuals for a career in customer service. This apprenticeship covers a range of topics, including communication, problem-solving, customer service techniques, product and service knowledge, and teamwork.

Upon completion of the apprenticeship, apprentices will have a solid understanding of customer service and will be able to provide excellent customer service in a variety of settings, including retail, hospitality, and call centres. They will also be equipped with the skills and knowledge to handle customer queries and complaints, resolve problems, and maintain customer relationships.

As a Customer Service Practitioner, they will have a vital role in ensuring that customers receive a high level of service and satisfaction. They will also be able to work effectively as part of a team, communicate professionally and empathetically, and represent their organisation positively to customers. With these skills, they will be able to progress to more senior roles within their organisation or pursue further training in customer service such as moving onto the level 3 apprenticeship.



[click here to apply](#)

[view apprenticeship standard](#)



Level 2



£0 to £175

Maximum cost for non-levy employers and micro-businesses



13+ months

Approximate on-programme training (does not include EPA period)



£3,500

Maximum cost/funding for levy employers



Knowledge

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



Skills

- Self-Awareness and your roles and responsibilities
- Interpersonal skills
- Your customers
- Your organisation
- Legislation
- Systems
- The customer experience
- Products and services
- Communication
- Influencing skills
- Personal organisation and professionalism



Behaviours

- Developing self
- Being open to feedback
- Team working
- Equality - treating all customers as individuals
- Presentation and dress code
- Professional language

ENROLMENT TIMELINE

- 01** Complete the online skills scan
- 02** Accept the Team's invitation to an induction session
- 03** Register in Bud (photo evidence of ID required)
- 04** Complete initial assessments (Functional Skills)
- 05** Attend enrolment session
- 06** Sign enrolment forms

CONGRATULATIONS YOU ARE NOW ON THE PROGRAMME




CUSTOMER SERVICE PRACTITIONER ROADMAP

Modules are delivered holistically through-out the programme.

16+ months

13+ months

3+ months

| Module 1 | Module 2 | Module 3 | Module 4 | Module 5 | Module 6 | Module 7 | Module 8 | Module 9 | Module 10 | Module 11 | Module 12 | End-Point Assessment |
|--|--|--|---|--|--|--|--|---|--|---|---|---|
| Apprenticeship Induction | Self Awareness and your roles and responsibilities Interpersonal skills | Your customers | Your organisation | Legislation | Systems | The customer experience | Products and services | Communication | Influencing skills | Personal organisation and professionalism | End-Point Assessment Preparation |  |
| INDUCTION | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | <ul style="list-style-type: none"> Work on your showcase Mock observations Mock professional discussions |
| KSBs | KSBs | KSBs | KSBs | KSBs | KSBs | KSBs | KSBs | KSBs | KSBs | KSBs | KSBs | EPA GATEWAY |
| Preparing for your apprenticeship training | What kind of mindset do you have What is self-awareness SWOT Emotional intelligence Tools to self awareness Daniel Goleman learning styles Feedback mechanisms | Understand how establishing the facts enable you to create a customer focused experience and appropriate response Understand how to build trust with a customer and why this is important | Reflect on company brand and mission statement Company strategy Company market and its competitors Company structure | What is a business process? What is a regulation? What legislation do you need to adhere to? | Know how to use systems, equipment and technology to meet the needs of your customers Understand types of measurement and evaluation tools available to monitor customer service levels | Internal and external customers Customer expectations Customer journey Managing customer journeys Customer loyalty Time management theories | Maintaining a positive relationship with customers Escalating issues when there are problems? Why customer issues arise? Resolving issues Advanced questioning skills Improving your service? | Effective communication Questioning techniques Emotional intelligence and customer service Distinction criteria: How to maintain a positive relationship with a customer | 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 | Use mock EPA materials from EPA company including: Apprentice showcase Practical Observation Professional Discussion | |
| 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | LIVE ASSESSMENT Practical observation Professional discussion |

Formal review every 8-12 weeks

0 - 6 months Functional Skills based on Prior Qualifications and Assessment results

