



Linked to our Professional Specialisms Pathway providing career advancement and progression opportunities.

find out more



APPRENTICESHIP

# 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.



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	
<b>INDUCTION</b>	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"> <li>Work on your showcase</li> <li>Mock observations</li> <li>Mock professional discussions</li> </ul>
<b>KSBs</b>	<b>KSBs</b>	<b>KSBs</b>	<b>KSBs</b>	<b>KSBs</b>	<b>KSBs</b>	<b>KSBs</b>	<b>KSBs</b>	<b>KSBs</b>	<b>KSBs</b>	<b>KSBs</b>	<b>KSBs</b>	<b>EPA GATEWAY</b>
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	<b>LIVE ASSESSMENT</b>  Practical observation  Professional discussion

Formal review every 8-12 weeks

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

