

## LEVEL 2 APPRENTICESHIP

# CUSTOMER SERVICE PRACTITIONER



### **CULTIVATE CONFIDENT FRONT-LINE REPRESENTATIVES TO DELIVER POSITIVE CUSTOMER EXPERIENCES .**

On this apprenticeship, learners will learn how to provide a high-quality service whether they're dealing with customers in one-off interactions or on a regular basis. The programme covers everything from dealing with orders and payments, and offering advice, guidance and support, through to making sales, fixing problems, aftercare and service recovery. Apprentices will also look at measuring customer satisfaction and gaining insight into their performance.

Upon completion of the apprenticeship, learners will be able to demonstrate excellent customer service skills and behaviours, as well as knowledge of relevant products or services when dealing with customers. Successful apprentices will be able to provide service in line with the organisation's customer service standards and strategy, and apply appropriate regulatory requirements.

- Increases knowledge of legislation, regulations, systems and resources in customer-facing teams
- Builds expertise in communication, influencing and self-awareness to help deal with conflict and challenge
- Cultivates confident, front-line representatives to deliver positive customer experiences

**DURATION: 12 MONTHS**

## COURSE CONTENT & ASSESSMENT

### Understanding Customers & Their Needs

- Understand who the brand's customers are.
- Understand the difference between internal and external customers.
- 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.
- Understand how to build trust with a customer and why this is important.

### Organisational Awareness

- Know the purpose of the business and what 'brand promise' means.
- Understand organisation's core values and how they link to the service culture.
- Know the internal policies and procedures, including any complaints processes and digital media policies.

### Customer Interaction & Communication

- Develop questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations and achieves positive engagement and delivery.
- Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications.
- Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions.
- Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and the organisation.
- Use communication behaviours that establish clearly what each customer requires and manage their expectations.

### Service Delivery & Problem Solving

- Use appropriate sign-posting or resolution to meet the customers' needs and manage expectations.
- Know the appropriate legislation and regulatory requirements that affect the business.
- Understand types of measurement and evaluation tools available to monitor customer service levels.

### Professional Conduct & Personal Standards

- Learn how to provide a personalised customer service experience.
- Uphold the organisation's core values and service culture.
- Be able to organise themselves, prioritise their own workload and work to meet deadlines.
- Consider personal goals and propose development that would help achieve them.
- Act on and seek feedback from others to develop or maintain personal service skills and knowledge.

### Collaboration & Teamwork

- Frequently and consistently communicate and work with others in the interest of helping customers efficiently.
- Share personal learning and case studies with others, presenting recommendations, and improvement to support good practice.

### End-point assessment

- For the Level 2 Customer Service Practitioner apprenticeship, end-point assessment typically takes 3 months to complete.
- EPA includes project and presentation with Q&As, and professional discussion.