

# CUSTOMER SERVICE

The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation, 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.

 Level 2

 12 Months

 £3,500

## 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 completion of their Apprenticeship.

## Qualifications

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

## Delivery method

Various delivery models available to suit your needs. For any enquiries, or to book an appointment with our training consultants, please contact us at [solutions@howcollege.ac.uk](mailto:solutions@howcollege.ac.uk)

## What apprentices will learn

### Skills

<b>Interpersonal skills</b>	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.
<b>Communication</b>	<p>Depending on your job role and work environment:</p> <ul style="list-style-type: none"> <li>• Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications;</li> </ul> <p>and/or</p> <ul style="list-style-type: none"> <li>• Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions.</li> </ul> <p>Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand.</p>
<b>Influencing skills</b>	Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation.
<b>Personal organisation</b>	Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines.
<b>Dealing with customer conflict and challenge</b>	<ul style="list-style-type: none"> <li>• Demonstrate patience and calmness.</li> <li>• Show you understand the customer's point of view.</li> <li>• Use appropriate sign-posting or resolution to meet your customers needs and manage expectations.</li> <li>• Maintain informative communication during service recovery.</li> </ul>

### Knowledge

<b>Knowing your customers</b>	<ul style="list-style-type: none"> <li>• Understand who customers are.</li> <li>• Understand the difference between internal and external customers.</li> <li>• 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.</li> </ul>
<b>Understanding the organisation</b>	<ul style="list-style-type: none"> <li>• Know the purpose of the business and what 'brand promise' means.</li> <li>• Know your organisation's core values and how they link to the service culture.</li> <li>• Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation.</li> </ul>

## What apprentices will learn

### Knowledge continued...

<b>Meeting regulations and legislation</b>	<ul style="list-style-type: none"> <li>• Know the appropriate legislation and regulatory requirements that affect your business.</li> <li>• Know your responsibility in relation to this and how to apply it when delivering service.</li> </ul>
<b>Systems and resources</b>	<ul style="list-style-type: none"> <li>• Know how to use systems, equipment and technology to meet the needs of your customers.</li> <li>• Understand types of measurement and evaluation tools available to monitor customer service levels.</li> </ul>
<b>Your role and responsibility</b>	<ul style="list-style-type: none"> <li>• Understand your role and responsibility within your organisation and the impact of your actions on others.</li> <li>• Know the targets and goals you need to deliver against.</li> </ul>
<b>Customer experience</b>	<ul style="list-style-type: none"> <li>• Understand how establishing the facts enable you to create a customer focused experience and appropriate response.</li> <li>• Understand how to build trust with a customer and why this is important.</li> </ul>
<b>Product and service knowledge</b>	<ul style="list-style-type: none"> <li>• Understand the products or services that are available from your organisation and keep up-to-date.</li> </ul>

### Behaviours & Attitude

<b>Developing self</b>	<ul style="list-style-type: none"> <li>• Take ownership for keeping your service knowledge and skills up-to-date.</li> <li>• Consider personal goals and propose development that would help achieve them.</li> </ul>
<b>Being open to feedback</b>	<ul style="list-style-type: none"> <li>• Act on and seek feedback from others to develop or maintain personal service skills and knowledge.</li> </ul>
<b>Team working</b>	<ul style="list-style-type: none"> <li>• Frequently and consistently communicate and work with others in the interest of helping customers efficiently.</li> <li>• Share personal learning and case studies with others, presenting recommendations and improvement to support good practice.</li> </ul>
<b>Equality - treating all customers as individuals</b>	<ul style="list-style-type: none"> <li>• Treat customers as individuals to provide a personalised customer service experience.</li> <li>• Uphold the organisations core values and service culture through your actions.</li> </ul>

## What apprentices will learn

### Behaviours & Attitude continued...

#### Presentation - dress code, professional language

- 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.
- Take ownership from the first contact and then take responsibility for fulfilling your promise.

## End point assessment

The End Point Assessment (EPA) can only be triggered after 12 months of starting the apprenticeship and is dependent on when the employer and training provider decide the apprentice is ready. EPA is typically expected to conclude within 3 months. The employer has the final decision to progress the apprentice to EPA. The apprentice and training provider should feel confident the learning outcomes have been achieved.

The EPA consists of three elements, all of which may be completed online. All assessment methods need to be passed. Each assessment method should directly assess the knowledge, skills and behaviours of the Standard. The assessor has the final decision.



### Knowledge Test

The apprentice undertakes a multi-choice test to last a maximum of 60 minutes and include 50 equally weighted multi-choice questions with four possible answers each. The assessment should typically be passed before the apprentice progresses to the interview and presentation. The test is to be completed online and requires invigilating.



### Portfolio-based Interview

The interview is for 30-45 minutes and scored out of 100 by the Independent Endpoint Assessment Organisation. The interview assesses:

- Understanding of the portfolio to validate competence shown.
- Self-reflection of performance, demonstrating knowledge and how appropriate skills and behaviours have been applied.
- Judgement and understanding to explain appropriate examples.



### Project Presentation:

The apprentice delivers a presentation to the EPAO on a project they have completed or a process they have improved. The presentation lasts 10-15 minutes, with a further 10-15 minutes for a Q&A session. The presentation is out of 100. The project is completed from month 9 of the apprenticeship and should be completed prior to EPA being triggered. The project is submitted to the EPAO and they provide a question to answer in the presentation, for example:

- How have you improved a process or operating practice?
- What were the steps you took to implement the project?
- What worked well and how would you improve the results in future?