

CUSTOMER SERVICES PRACTITIONER

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.

Course Overview

The Customer Service Practitioner, Level 2 (standard) will give apprentices the opportunity to develop the following skills:

- Interpersonal skills
- Communication
- Influencing skills
- Personal organisation
- Dealing with customer conflict and challenge

Course code
AS2 Customer Services

Award on successful completion
Apprenticeship Standard -
Customer Services Level 2

Study type
Work Based Learning
Block Release for Maths &
English if required

Level
2

Start date
Flexible

Duration
18 months

Fees
£3,500 (16-18 years old =
fully funded by government.
19+ years old 5% (£175)
employer contribution to
training)

Location
Place of work

APPRENTICESHIP STANDARDS

The apprentice will also develop knowledge in the following areas:

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

The apprentice will also develop behaviours and attitude in the following areas:

- Developing self
- Being open to feedback
- Team working
- Equality- treating all customers as individuals
- Presentation - dress code, professional language
- "Right first time"

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

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.

The three elements are:

- Apprentice Showcase
- Practical Observation
- Professional Discussion

Assessment method	Weighting	Duration	To achieve distinction
Apprentice showcase	65%	Minimum of 12 months	You must meet all of the pass criteria AND 70% of the distinctions criteria
Practical observation	20%	Minimum of 1 hour	You must meet all of the pass criteria AND 80% of the distinctions criteria
Professional discussion	15%	1 hour	You must meet all of the pass criteria AND 75% of the distinctions criteria