

APPRENTICESHIP FOR CUSTOMER SERVICE

Customer Service Practitioner Apprenticeship (Level 2)

Role Profile – The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. Your core responsibility will be to provide a high quality service to customers 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.

Your actions will influence the customer experience and their satisfaction with your organisation. You will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to your customers. You provide service in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements. Your customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

Key responsibilities include:

Provide a high quality service to customers 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.



What apprentices will learn

- 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.
- Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation.
- Know how to use systems, equipment and technology to meet the needs of your customers.
- Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines.
- Maintain informative communication during service recovery.
- Demonstrate personal pride in the job through appropriate dress and positive and confident language.

What's involved?

- Bespoke standards
- Functional skills (Literacy and Numeracy)
- End Point Assessment (EPA)

How long does the apprenticeship take?

The apprenticeship will take a minimum of 12-15 months to complete depending on experience.

What has changed from the framework?

- The new standards are now more bespoke to the employer/learner
- Created by industry experts, such as: Boots UK, Institute of Customer Service, Accelerator Solutions Ltd, Berkeley Homes Ltd, British Polythene Ltd (t/a bpi. recycled products), British Council, British Gas Services Ltd, BT plc, Carillion plc, E.ON UK Ltd, Northern Powergrid, Osborne Property Services Ltd, Superdrug Stores plc

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Summary of roles and responsibilities

Assessor	Role
Employer	<ul style="list-style-type: none"> Brings a view of the apprentice working with them in the workplace through the apprenticeship Works with the training provider to carry out a continuous review of the evidence generated by the apprentice as part of the on-programme assessment process Supports 'on the job' training and offers relevant experience Decides on the timing of final assessment with the support of the Training Provider
Training Provider (This function could be undertaken by the Employer)	<ul style="list-style-type: none"> Brings a view of the apprentice from supporting them through the apprenticeship Works collaboratively with the employer on the behaviours of the apprentice Delivers 'off the job' training Works with the employer and undertakes assessment of the apprentice against the standards as part of the on-programme assessment process Supports the employer on deciding the timing of final assessment
Independent Assessor	<ul style="list-style-type: none"> Provides an independent view as they will not have had any prior involvement with the apprentice Brings added rigor and consistency to the assessment through their wider industry perspective, knowledge and experience Assesses all components of the final end assessment independently using externally set marking/grading criteria Participates in regular standardisation events
Independent Assessment Organisation	<ul style="list-style-type: none"> Designs and offers the end assessments Sources, allocates and manages the Independent Assessors Runs standardisation events with Independent Assessors Provides internal/external verification to ensure consistency of assessment decisions

How does the EPA work?

Assessment Method	Weighting	Duration	To achieve a pass	To achieve a Distinction
Apprentice Showcase	65%	After a minimum of 12 months on-programme learning	100%	You must meet all of the pass criteria AND 70% of the distinction criteria
Practical Observation	20%	Minimum of 1 hour	100%	You must meet all of the pass criteria AND 80% of the distinction criteria
Professional Discussion	15%	1 hour	100%	You must meet all of the pass criteria AND 75% of the distinction criteria

Career progression

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

USEFUL DOCUMENTS

Levy website: www.app-levy.co.uk
Course profiles and job role suitability:
Found on www.carefirsttraining.co.uk/training/
Employer responsibilities and course delivery info sheet:
 Available upon request on info@carefirsttraining.co.uk