

Davidson Training UK Ltd

Customer Service Practitioner

Apprenticeship Standard Level 2



The role of a customer service practitioner is to deliver high quality products and services to their organisation's customers. The core responsibilities will be to provide a high-quality service to customers that will be delivered from the workplace, digitally or through going to 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, aftercare, service recovery or gaining insight through measuring customer satisfaction. The customer service practitioner may be the first point of contact and work in any sector or organisation type.



The Customer Service Practitioner Apprenticeship is made up of several components which cover the programme.

KNOWLEDGE

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

SKILLS

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

BEHAVIOURS

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

Customer Service Practitioner

Apprenticeship Standard Level 2

Level 2 Functional Skills in Maths (if no prior exemption)

Level 2 Functional Skills in English (if no prior exemption)

This is a level 2 apprenticeship standard that will take a minimum of 12 months to complete.

Perfect for: sales representatives, first line support officers, front of house administrator, and many other customer focused/facing roles.

This apprenticeship is for individuals working within a customer service environment.

You will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to your customers. You will 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. The apprentice is expected to work independently and take responsibility for the outcomes of their work, with support of the employer and the training provider. Apprentices will be assessed on their knowledge, skills and behaviours throughout the apprenticeship and supported by visits from a trainer at least every 4 weeks. Training will also take place online and via Teams, Zoom or similar platforms.

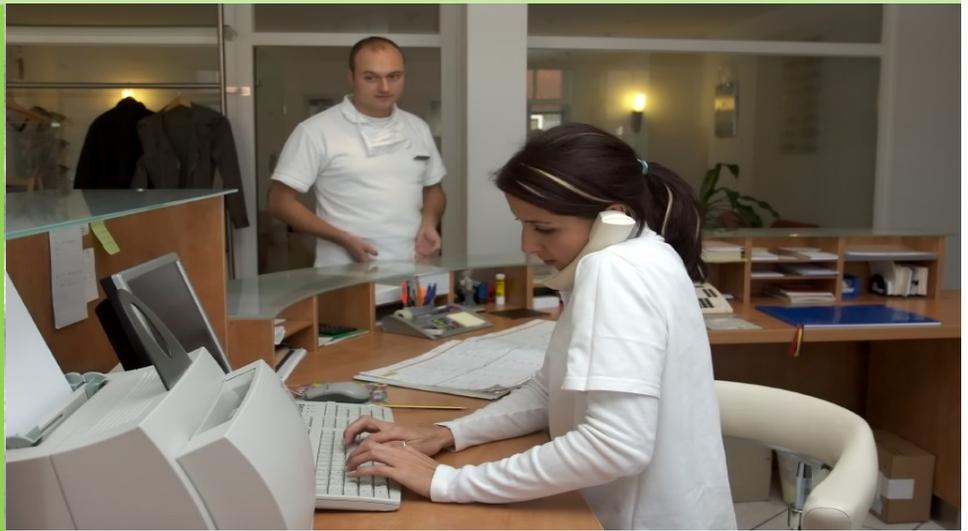
Throughout the period of learning and development, the apprentice will meet with the employer and trainer to record their progress against the standard. At these reviews, the employer and trainer assessor will: set learning goals, track the apprentice’s progress and make any required and agreed changes to their development plan and coordinate 20% of the apprentice’s time being spent in off-the-job training.

END POINT ASSESSMENT

End-point assessment (EPA) is an assessment of the knowledge, skills and behaviours that the apprentice has learned throughout an apprenticeship, which confirms that they are occupationally competent.

The end-point assessment for Customer Service Practitioner is made up of 3 components.

1. Apprentice Showcase including a 30 minute interview.
2. Practical Observation for 90 minutes.
3. Professional Discussion for 60 minutes.



APPRENTICE SHOWCASE INCLUDING A 30 MINUTE INTERVIEW (Weighting 65%)

This enables apprentices to reflect and present examples of their development over the whole programme. The apprentice will present their showcase to the end-point assessor remotely or face to face. It can be either a written report or a real-time presentation.

PRACTICAL OBSERVATION FOR 90 MINUTES (Weighting 20%)

The observation will allow the apprentice to provide evidence of their skills, knowledge and behaviour from across the standard. The end-point assessor will carry out the practical observation that should enable the apprentice to provide evidence of their skills, knowledge and behaviour from across these standards to demonstrate genuine and demanding work objectives.

PROFESSIONAL DISCUSSION FOR 60 MINUTES (Weighting 15%)

This is a structured discussion between the apprentice and an independent assessor following the observation to establish the apprentice's understanding and application of knowledge, skills and behaviours.

The professional discussion can be used to pick up any criteria that were not evidenced during the observation due to a suitable situation not arising.



Non-Levy Paying Employers (With less than 50 employees)

This apprenticeship is fully funded by the government if you have **LESS** than 50 employees and the apprentice is aged 16-18 or the apprentice is 19-24 and has previously been in care or has a Local Authority Education and Health Care Plan.

Otherwise there is a charge of £175.00 which can be paid over the first 5 months of the apprenticeship or in full at the start

Non-Levy Paying Employers (With 50 employees or more)—£175.00

This apprenticeship costs £3,500 and is funded by both the employer and the government. The government will pay 95% (£3,325) of the cost. This can be paid monthly over the first 5 months of the apprenticeship or in full at the start

Levy Paying Employers—£3,500.00

This apprenticeship costs £3,500 which is funded from the employer's levy pot via the Apprenticeship Service over the course of the apprenticeship.

Why choose Davidson Training UK Ltd?

Based in Essex, we cover the South East of England, East of England, Essex and London. Davidson Training has a proven track record of successfully delivering innovative training to thousands of apprentices and employers for 22 years. We are dedicated to supporting our apprentices and employers, improving organisation's development opportunities and apprentices career development.

Are you interested? Do you have any questions?

Call us on: 01375 480088

lorrainebunyard@davidsontraining.com