



skills for **security**



Customer Service Practitioner



Apprenticeships



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

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

The below shows the areas of knowledge, skills and behaviours that the apprentice will need to demonstrate by the end of the programme

Knowledge

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

Skills

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

Behaviours

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



GUIDE

Title

Customer Service Practitioner

Level

2

Typical Duration

12 - 15 months (*minimum* of 12 months for delivery)

End Point Assessment Method(s)

1. *Apprentice Showcase*
2. *Practical Observation*
3. *Professional Discussion*

Achievable Grades

- Fail
- Pass
- Distinction

Delivery Method

Blended

Measuring Progress

The apprentice, employer representative and training provider will take part in a formal progress

review at least every 12 weeks. Within the review, progress to date will be evaluated with each party having the opportunity to record their thoughts.

The review will also be used to shape the following 12 weeks ensuring the delivery meets the need of the employer and apprentice.

Entry Requirements

The entry requirement for this apprenticeship will be decided by each employer. 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. We will support with achieving this.

