



# APPRENTICESHIP STANDARD INFORMATION FOR LEARNERS

<b>Apprenticeship Title</b>	<b>Customer Service Practitioner</b>		
<b>Duration</b>	Minimum of 12 months	<b>Level</b>	2
<b>Overview of the job role on completion of your apprenticeship</b>	<p>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.</p> <p>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.</p>		
<b>Breakdown of what will be covered during your Apprenticeship</b>			
<b>Skills</b>	<b>Behaviours</b>	<b>Knowledge</b>	
Interpersonal skills	Developing self	Knowing your customers	
Communication	Being open to feedback	Understanding the organisation	
Influencing Skills	Team working	Meeting regulations & legislation	
Personal organisation	Equality-treating all customers as individuals	Systems & resources	
Dealing with customers	Presentation- dress codes, professional language	Your role & responsibilities	
	Right First time- setting standards	Customer experience	
		Produce & service knowledge	
<b>Maths &amp; English requirements</b>			
Apprentices will be required to have or achieve level 1 English and Maths Functional Skills and to have taken level 2 English and Maths tests prior to completion of their Apprenticeship.			
<b>Professional Recognition</b>	Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level.		
<b>Progression</b>	Customer Service Specialist L3 or sector specific role i.e. financial services, Business & Admin L3 or Team Leading L3		

Location	Title	Responsibility	Date Created	Version/updated	Review Date
Marketing and Business Development/ Marketing and Business Development/Fact Sheets/Standards	Learner Standards Information Customer Service	RD	04.17	1	04.18

**Process for completion of the Apprenticeship**

On Programme	Apprentice works & trains with Employer & Training provider to develop skills, knowledge and behaviours required to perform role effectively, prepare for End Point Assessment and to meet maths & English requirements to complete apprenticeship	Gateway	The employer and if appropriate in conjunction with the Training provider, will formally sign off that the apprentice has met the minimum requirements in regards to knowledge, skills & behaviours within the standard and confirm that they are ready to move on to the End Point Assessment. This will happen during a meeting involving the apprentice, their line manager and the trainer (at about 12 months after start)	End Point Assessment	Synoptic assessment to be conducted by independent assessors. Will be in the form of a three part process and can be achieved at either Pass or Distinction. <ul style="list-style-type: none"> <li>a) Apprentice showcase</li> <li>b) Practical observation</li> <li>c) Professional discussion</li> </ul>
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