



## Course

# Level 2 Customer Service Practitioner Apprenticeship standard



Course duration:  
12 months

## Summary

### 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, language
- ‘Right first time’

## Learn more about your customers and how to give them the best possible experience of your company with our Level 2 Customer Service Practitioner Apprenticeship.

When you're working in customer service, your behaviours and actions influence the way your customers feel about your company's products or service. You are potentially the first point of contact for anyone coming into your business and must be confident you can deliver a great customer experience every time.

### Who is it for?

This apprenticeship is for anyone working in a dedicated customer service role. It will help you build valuable knowledge and practical customer service skills no matter which industry or sector you are in. The qualification will typically take up to 12 months to complete depending on how much experience you already have.

### What will you learn?

As you work towards this apprenticeship, you will cover a wide range of areas aimed at giving you a rounded appreciation of good customer service. You can learn more about these in the table overleaf. Alongside this, and following an initial assessment, we will work with you, your manager and mentor to create an individual training plan. This will include development of skills such as reading, writing, speaking, listening and communication in English as well as maths, in preparation for Level 1 and 2 Functional Skills. Within this plan there will also be activities and learning to improve your personal soft skills.

### What comes next?

On completion of your apprenticeship, you will be eligible to join the Institute of Customer Service as an Individual member at Professional level.

## Knowledge

Area	Learning aims and development
<b>Knowing your customers</b>	<ul style="list-style-type: none"> <li>Understand who customers are</li> <li>Understand the difference between internal and external customers</li> <li>Understand the different needs and priorities of your customers and the best way to manage their expectation, recognising and knowing how to adapt style to be highly effective</li> </ul>
<b>Understanding the organisation</b>	<ul style="list-style-type: none"> <li>Know the purpose of the business and what 'brand promise' means</li> <li>Know your organisation's core values and how they link to the service culture</li> <li>Know the internal policies and procedures including any complaints processes and digital media policies that are relevant to you and your organisation</li> </ul>
<b>Meeting regulations and legislation</b>	<ul style="list-style-type: none"> <li>Know the appropriate legislation and regulatory requirements that affect your business</li> <li>Know your responsibility in relation to this and how to apply it when delivering service</li> </ul>
<b>Systems and resources</b>	<ul style="list-style-type: none"> <li>Know how to use systems, equipment and technology to meet the needs of your customers</li> <li>Understand types of measurement and evaluation tools available to monitor customer service levels</li> </ul>
<b>Your role and responsibility</b>	<ul style="list-style-type: none"> <li>Understand your role and responsibility within your organisation and the impact of your actions on others</li> <li>Know the targets and goals you need to deliver against</li> </ul>
<b>Customer experience</b>	<ul style="list-style-type: none"> <li>Understand how establishing the facts enable you to create a customer focused experience and appropriate response</li> <li>Understand how to build trust with a customer and why it is important</li> </ul>
<b>Product and service knowledge</b>	<ul style="list-style-type: none"> <li>Understand the products or services that are available from your organisation and keep up-to-date</li> </ul>

## Skills

Area	Learning aims and development
<b>Interpersonal skills</b>	<ul style="list-style-type: none"> <li>• Use a range of questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations and achieves positive engagement and delivery</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• Depending on your job role and work environment:               <ul style="list-style-type: none"> <li>◦ Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or</li> <li>◦ Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions</li> </ul> </li> <li>• Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand</li> </ul>
<b>Influencing skills</b>	<ul style="list-style-type: none"> <li>• Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation</li> </ul>
<b>Personal organisation</b>	<ul style="list-style-type: none"> <li>• Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines</li> </ul>
<b>Dealing with customer conflict and challenge</b>	<ul style="list-style-type: none"> <li>• Demonstrate patience and calmness</li> <li>• Show you understand the customer's point of view</li> <li>• Use appropriate sign-posting or resolution to meet your customers needs and manage expectations</li> <li>• Maintain informative communication during service recovery</li> </ul>

## Behaviours

Area	Learning aims and development
<b>Developing self</b>	<ul style="list-style-type: none"> <li>• Take ownership for keeping your service knowledge and skills up-to-date</li> <li>• Consider personal goals and propose development that would help achieve them</li> </ul>
<b>Being open to feedback</b>	<ul style="list-style-type: none"> <li>• Act on and seek feedback from others to develop or maintain personal service skills and knowledge</li> </ul>
<b>Team working</b>	<ul style="list-style-type: none"> <li>• Frequently and consistently communicate and work with others in the interest of helping customers efficiently</li> <li>• Share personal learning and case studies with others, presenting recommendations, and improvement to support good practice</li> </ul>
<b>Equality – treating all customers as individuals</b>	<ul style="list-style-type: none"> <li>• Treat customers as individuals to provide a personalised customer service experience</li> <li>• Uphold the organisations core values and service culture through your actions</li> </ul>
<b>Presentation – dress code, professional language</b>	<ul style="list-style-type: none"> <li>• Demonstrate personal pride in the job through appropriate dress and positive and confident language</li> </ul>
<b>‘Right first time’</b>	<ul style="list-style-type: none"> <li>• Use communication behaviours that establish clearly what each customer requires and manage their expectations</li> <li>• Take ownership from the first contact and then take responsibility for fulfilling your promise</li> </ul>

## Additional skills

As well as the core curriculum, you will develop a number of additional skills throughout the course of your apprenticeship:

### NCFE Functional Skills

You will work on developing positivity and confidence in the use of maths and English skills in real world and employment-based situations.

#### Maths

Through Levels 1 and 2 Functional Skills qualifications you will demonstrate a sound grasp of maths skills at the appropriate level and the ability to apply mathematical thinking effectively to solve problems in the workplace and in other real-life situations.

#### English

Through Levels 1 and 2 Functional Skills qualifications, you will demonstrate the ability at an appropriate level to read, write, speak, listen and communicate in English, and to apply these skills effectively to a range of purposes in the workplace and in other real-life situations.

### British values

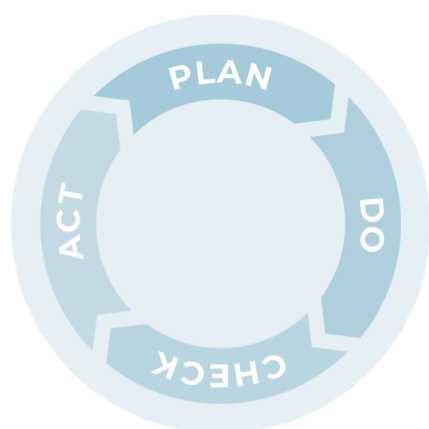
As part of your apprenticeship, we will discuss five key values and their impact and importance in the workplace. These will be democracy, the rule of law, individual liberty, mutual respect and tolerance of those of different faiths and beliefs.

### Soft skills development

Personal Learning and Thinking Skills (PLTS) are generic skills that are essential to life, learning and work. Developing these will make a significant impact on your ability to contribute confidently both within and outside of your working environment. PLTS include independent enquiry, creative thinking, reflection, team working, self-management and effective participation.

### PREVENT

PREVENT is part of the government's CONTEST strategy of which education is a fundamental part. The aim of the strategy is "to reduce the risk to the UK and its interests overseas from terrorism so that people can go about their lives freely and with confidence." CONTEST is split into four work-streams that are known within the counter-terrorism community as the 'four Ps': Prevent, Pursue, Protect, and Prepare.



#### Plan

We take into consideration your skills at each stage of the process, planning the learning and follow-up activities.

#### Do

You undertake the learning and activities that have been planned.

#### Check

We check your learning using a combination of assignments, discussions and observations of workplace activities, ensuring that skills, knowledge and behaviours are embedded and being practised.

#### Act

If areas of further learning are identified, reinforcement training is planned in and provided.