

THE APPRENTICE and TRAINING PARTNERSHIP

LEVEL 2 CUSTOMER SERVICES PRACTITIONER STANDARD

Programme Overview:

The Level 2 Customer Services Practitioner Apprenticeship Standard has been developed to meet the requirements for a customer services role to provide high quality service to customers which will be delivered from the workplace, digitally or through going out into the customer's own locality. They may be the first point of contact and work in any sector or organisation type. Customer Services Practitioners influence customer experience and satisfaction with your business. They will develop excellent customer services skills as well as product and/or service knowledge when delivering to customers.

This apprenticeship is ideal to meet a range of varied responsibilities; but the knowledge, skills and behaviours needed will be the same whatever the role. We recommend that a relevant on-programme qualification, such as a Level 2 Diploma in Customer Services be completed, which we will deliver alongside the standard.

Entry Requirements:

The entry requirements for this role are decided by the employer. We would recommend GCSE's or equivalent at Grade C. Apprentices need to have achieved Maths and English at level 1 and to have taken level 2 tests before they can complete their End-Point Assessment. If training and examination in English and Maths is required prior to End-Point Assessment, this is directly funded by the ESFA and does not form part of the apprenticeship cost.

Initial Assessments:

Initial assessments for Maths and English will be carried out for all apprentices using an approved diagnostic tool. This will include a full diagnostic of knowledge in Maths and English to gauge the level at which the apprentice is working. This will enable us to support the apprentice and structure training provision. Learners' suitability for the chosen apprenticeship programme is also initially assessed to ensure each learner is on the most appropriate programme for their chosen career path.

Who is it for?

The Customer Services Practitioner Apprenticeship Standard is suitable for individuals who are working in a variety of customer services role. They may have key responsibilities which can include:

- Dealing with orders
- Processing payments
- Offering advice, guidance and support
- Meet-and-greet
- Sales
- Fixing problems
- After care
- Service recovery or,
- Gaining insight through measuring customer satisfaction

These customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

Programme Duration:

Level 2 Apprenticeship: 12 months (minimum of 12 months before End-Point Assessment can be accessed).



Level 2 Apprenticeship

Level 2 Apprenticeship: 12 months
Level 3 Apprenticeship: 18 months

(minimum of 12 months before End-Point Assessment can be accessed)

If you have any questions relating to this Apprenticeship Standard, please contact
Katie Fowler, Head of Operations and Quality T. 0330 380 0249 E. k.fowler@theatp.co.uk

Delivery Model:

A minimum of 20% of the apprenticeship training takes place off-the-job and is flexibly delivered to suit your business. Training can be a combination of classroom and workplace workshops, block-training or day-release at our centre; with the remaining time being spent in the workplace.

A full timetable for training, ongoing assessment and End-Point Assessment will be issued to both you as the employer; and the apprentice, once the delivery model and training elements have been agreed.

On Programme Assessment will take the form of progress reviews with the trainer, employer and apprentice at least every 12 weeks. Feedback with ongoing development will include additional learning materials, resources and training delivered through the apprentice's e-portfolio OneFile; to which employers have access to view the progress and the development of each apprentice.

End Point Assessment:

As the apprentice progresses through the apprenticeship, the employer and training provider will agree the apprentice has met the Standard and is ready for End Point Assessment. This is called the 'Gateway' and will trigger End-Point Assessment.

This is carried out by a Qualified Independent Assessor by an Approved External Awarding Organisation and will test the knowledge and competencies of the apprentice using a range of methods, these can include; an interview, scenarios with questions, portfolio of evidence sampled, professional discussion, watching a presentation of the apprentice's evidence plus other methods.

The Independent Assessor will make the final judgement as to whether the apprentice has fully met the requirements of the Standard. Grading will also be awarded with a maximum mark of 100, this will be awarded by the Independent Assessor based on the apprentice's assessment. Grades awarded are distinction, merit, pass or fail. End-Point Assessment is normally carried out in the workplace.

Programme Structure:

The programme is broken down into areas to ensure that each apprentice has a rounded knowledge of principles, techniques and technologies. This involves an understanding of knowledge, skills and behaviour; as well as managing self and delivering results.

Knowledge:

- Knowing your customers
- Understanding the organisation
- Meeting regulations and requirements
- Systems and resources
- Their roles and responsibilities
- Customer experience
- Product and service knowledge

Skills:

- Interpersonal skills including questioning, listening and responding
- Verbal and non-verbal communication
- Influencing skills
- Personal organisation
- Dealing with customer conflict and challenge

Behaviours/Attitude:

- Developing self
- Being open to feedback
- Team working
- Equality - treating all customers as individuals
- Presentation - dress code, professional language
- Meeting customer requirements and managing expectations

Progression:

On completion, apprentices may choose to register as professional member of the Institute of Customer Services. Apprentices may also progress on to the Level 3 Team Leader/ Supervisor Apprenticeship Standard.

Next Steps:

In order to create an apprenticeship that best suits your business requirements, we will meet with you to discuss the delivery of the programme and how the apprenticeship will be funded. We will provide ongoing support including:

- Search and selection of the right apprentices to meet your business requirements.
- Specifying the training modules to optimise 'in job' performance.
- A tailored service in order to seamlessly integrate with your apprentice managers.
- Updates and information regarding apprenticeship costs and funding.
- Support and guidance for the apprentice and employer from start to finish with one main point of contact for you throughout the whole apprenticeship.
- Employer and apprentice access to a comprehensive range of resources and support material via OneFile.
- Time-efficient visits for training and assessment to work around you.
- Industry specialist qualified trainers and tutors.

Questions?

If you have any questions or concerns relating to supporting an Apprentice, your assigned tutor is always available to help, or, contact one of our advisors on **0330 380 0249**.