



CUSTOMER SERVICE PRACTITIONER

Level	2
Duration	15 months
Job Examples	Call Centres, Receptionist, Customer advisors, Bank Advisors

Customer service practitioner provides customer service products and services for businesses and other organisations including face-to-face, telephone, digital and written contact and communications, customer service practitioner core responsibility will be to provide a high-quality service to customers which will be delivered from the workplace, digitally, or through the customer's 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. Providing customer interactions and offering a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

THE PROGRAMME

On programme

- Meeting regulations and legislation
- Systems and resources
- Product and service knowledge
- Influencing skills
- Personal organisation
- Dealing with customer conflict and challenge
- Developing self
- Being open to feedback
- Team working

Commitment from the Employer and Staff:

During the Apprenticeship programme, 20% of the contracted working hours will be spent on learning and developing the required Knowledge, Skills and Behaviours. This development time will include learning new relevant tasks within their role, embedding the knowledge within their role, practical workplace training, spending development time with their Line Manager, attending online/face-to-face courses and time writing assignments/assessments including directed self-study hours: evidencing the application knowledge within their working day, independent study and research, shadowing colleagues and mentoring and technical training.

Qualification and Professional membership

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



Gateway

- Achieved Level 1 English and Maths

End point assessment

- Apprentice Showcase
- Practical Observation
- Professional Discussion

DELIVERY

Induction

One day induction to Apprenticeship programme, meeting with a Skills Coach and Delivery Plan agreed.

In college

Flexible delivery for employers including onsite delivery

Online

Supporting material throughout, including access to smart assessor (e-portfolio).

Assessment

On programme assessments every 6-8 weeks, including progress reviews every 8-10 weeks.

KNOWLEDGE/ SKILLS/BEHAVIOURS

Knowledge

- Understand who customers are
- Understand the difference between internal and external customers.
- Know the purpose of the business and what 'brand promise' means
- Know your organisation's core values and how they link to the service culture.
- Know the appropriate legislation and regulatory requirements that affect your business.
- Know your responsibility and how to apply it when delivering service.

Skills

- Demonstrate patience and calmness.
- Show you understand the customer's point of view.
- Use appropriate sign-posting or resolution to meet your customer's needs and manage expectations.
- Maintain informative communication during service recovery.

Behaviours

- Treat customers as individuals to provide a personalised customer service experience.
- Uphold the organisation's core values and service culture
- Demonstrate patience and calmness.
- Show you understand the customer's point of view.
- Use appropriate sign-posting or resolution to meet your customer's needs and manage expectations.
- Maintain informative communication during service recovery.

ENTRY REQUIREMENTS

Maths and English GCSE Grades 9 - 3; A* - E; Functional Skills Entry Level 3 or initial assessment results at Entry Level 3

CAREER PROGRESSION

Team Leader Level 3, Management Level 5

General Enquiries:
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