

CUSTOMER SERVICE PRACTITIONER STANDARD LEVEL 2

On-site or remote, customer service practitioners provide a high quality service to their customers. Their actions influence the customer experience, delivering satisfaction and loyalty for an organisation.

TRAINING BENEFITS

On completion of this 12 month standard, apprentices will demonstrate a range of excellent customer service skills and behaviours as well as product and/or service knowledge. The apprenticeship standards “knowledge, skills and behaviours” are developed over the course of the programme via scheduled learning interventions with employer mentors and Lifetime regional trainers. Learning activities and coaching sessions are aligned to support the learner to learn, practice and prepare for End Point Assessment.

WHAT'S COVERED?

- **Know your customers:** Apprentices learn how to identify internal and external customers, understand their needs and expectations through appropriate methods of communication.
- **Communicate with your customers:** Apprentices explore a variety of communication and interaction methods and how they can impact customer experience.
- **The customer experience:** Apprentices learn how to create a positive customer experience and approach customer conflict.
- **Products and services:** Apprentices learn how systems, equipment and technology can both support their learning and benefit customers.
- **Understand your organisation:** Apprentices explore different types of sector organisations and get familiar with the employer brand to understand service culture.
- **Your role and responsibilities:** Apprentices learn how to set a development plan, review their progress and take on board feedback.
- **Teamwork:** Apprentices learn how to contribute to a successful team, why it's important and how effective teamwork supports service delivery.
- **Regulations and legislation:** Apprentices discover the importance of following business legislation, the laws that Apply and their personal responsibilities.

ASSESSMENT

Regular evaluation sessions with managers and trainers will include performance observations, Q&A sessions and a series of professional discussions. To prepare for a final assessment apprentices will be asked to complete a number of activities in-between visits.

Continued overleaf



CUSTOMER SERVICE PRACTITIONER STANDARD LEVEL 2

END POINT ASSESSMENT

Apprentices access End Point Assessment following a gateway discussion with their employer and Regional Trainer where entry requirements are discussed, checked and recorded including functional skills at the required level. The Customer Service Practitioner Level 2 End Point Assessment will include the following types of assessment:

- Observation of Practice
- Professional Discussion
- Apprentice Showcase



GET IN TOUCH

0333 0143 669



Lifetime Training
Clifton Heights
Bristol BS8 1EJ

t: 0870 120 7773

w: lifetimetraining.co.uk

