



## Customer Service Practitioner Standard Level 2

### Overview of the customer service practitioner role

Providing customer service products and services for businesses and other organisations including face-to-face, telephone, digital and written contact and communications.

## Details of standard

### Overview

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.

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.

### 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, professional language
- “Right first time”

## How Freshfield Training Associates deliver

Whilst the Scheme of Work overview (below) summarises the plan for the delivery of the apprenticeship, we understand that employers and learners are unique and have individual needs, learning styles and organisational objectives. To maximise these opportunities, we conduct a full training needs analysis so that we can tailor our delivery to meet these requirements to ensure both learners and employers receive tangible benefits.

Using a combination of some or all of the following delivery methods, we will then tailor the package to suit:

- One to one coaching from a dedicated, professional tutor allocated to the learner for the duration of the programme
- E-learning and webinar delivery
- Case studies
- Job shadowing and mentoring
- Employer led technical training
- Work based assignments and projects
- Self-directed learning and research

At each visit Freshfield Training Associates tutors will deliver a teaching & learning session around a given topic, (see summary SoW below). These teaching sessions can be group events or individually delivered to suit your business needs. Our tutors will use each session to facilitate discussions about the topics, including personal experiences / awareness.

To further reinforce the teaching and learning our tutors will also make the relevant resources available via a dedicated online learning platform to assist students in completing their own independent research task through resources such as workbook/learning activities which will be conducted between sessions. Learners will receive their own dedicated licence to access all learning materials as well as being offered access to ‘live’ online teaching & learning webinar events. This blended learning model ensures students receive an enjoyable and successful learning experience. Can’t make the ‘live’ event, don’t worry, all webinars are recorded and placed onto the learners e-portfolio to access at a time that suits them, so they do not miss-out. Access to tutors is also available through a dedicated e-portfolio platform where students

will receive feedback on the work they present. As an employer you will receive your own access licence, so you can keep track of your staff progress and achievements.

## Overview of the Scheme of Work

Session	Objectives / Outcomes	Additional
1	Induction to programme. Modules 1 & 2 1. Knowing your customer 2. Understanding the organisation	Maths and literacy diagnostic using BKS (Online)
2	Modules 3 & 4 3. Role and responsibility 4. Personal organisation	Functional skills with BKS (Online)
3	Modules 5 & 6 5. The customer experience 6. Product and service knowledge	Functional skills with BKS (Online)
4	Modules 7 & 8 7. Interpersonal skills 8. Communication	Functional skills with BKS (Online)
5	Modules 9 & 10 9. Meeting regulations and legislation 10. Systems and resources	Functional skills with BKS (Online) Issue mock English exam
6	Modules 11 & 12 11. Being open to feedback 12. Team-working	Functional skills English exam.
7	Modules 13 & 14 13. Influencing skills 14. Dealing with customer conflict and challenge	Functional skills Maths exam.
8	Modules 15 & 16 15. Developing self 16. Equality – treating all customers as individuals	Functional skills SpL presentation Prepare for English SpL activity
9	Modules 17 & 18 17. Presentation – dress code, professional language. 18. “Right first time”	Functional skills Level 2 English writing exam
10	Preparation for End Point Assessment – Showcase element	Functional skills Level 2 maths exam
11	Preparation for End Point Assessment – Observation element	Functional skills Level 2 English reading exam
12	Preparation for End Point Assessment –	Functional skills – opportunity for re-

	Professional Discussion element	sits
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### End-Point Assessment

End-point assessment comprises of the following three elements and weighted as follows:

- Apprenticeship Showcase – Weighting 65%
- Practical Observation – Weighting 20%
- Professional Discussion – Weighting 15%

### Duration

The apprenticeship will take a minimum of 12 months to complete

### Entry requirements

Apprentices will be required to have or achieve level 1 English and Maths and to have taken level 2 English and Maths tests prior to completion of their Apprenticeship.

### Link to professional registration

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

### Level

This apprenticeship standard is set at Level 2.

### Progression

On successful completion, why not explore the possibilities with Customer Service Specialist at Level 3, or look at leadership and management programmes available through Ensis Solutions Ltd.

### Please contact us:

For more information about this programme and the others that we deliver, you can contact:

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