



Apprenticeship Standard

Customer Service Practitioner Level 2

Who is it accredited by?

TheLightBulb deliver this standard through City & Guilds and combine it with their level 2 Diploma in Customer Service. Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level.

What is this apprenticeship standard?

Typically this apprenticeship will take 13 months.

The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. Their 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. They may be the first point of contact and work in any sector or organisation type.

A practitioners actions will influence the customer experience and satisfaction with the organisation. They will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to customers. They provide service in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements. Customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

What are the entry requirements?

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

What's involved with this apprenticeship standard?

The apprentices will be required to attend 4 workshops over the period of their apprenticeships during which they will be able to interact with other learners taking this level 2 qualification and develop the knowledge required to support their end point assessment.

The learner will be assigned an assessor/coach who will work with them throughout the qualification to support/mentor/teach and advise and to ensure that they are learning and meeting the requirements of this standard. The majority of this will take place at your premises.



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To achieve the qualification they will be required to demonstrate a set of knowledge, skills and behaviours through an end point assessment process carried out by City and Guilds once the employer and TheLightBulb staff agree the apprentice has met the requirements, this cannot happen until the learner has been on their apprenticeship for a minimum of 12 months. **The end point assessment** will test the entire standard and comprises of the following elements:

- **An apprentice showcase** - With guidance from the employer and/or training provider the apprentice will select appropriate evidence from the on programme portfolio to demonstrate the minimum requirements of the standard at the final stage of the programme as an 'Apprentice Showcase'
- **A practical observation** - The practical observation will be pre-planned and scheduled to when the apprentice will be in their normal place of work and will be carried out by the Independent Assessor. The observation should enable the apprentice to evidence their skills, knowledge and behaviour from across the standard to demonstrate genuine and demanding work objectives
- **A professional discussion** - The professional discussion will be a structured discussion between the apprentice and the Independent Assessor, following the observation, to establish the apprentice's understanding and application of knowledge, skills and behaviours. The professional discussion will need to take place in a suitable environment and should last for a maximum of one hour

A summary of the knowledge, skills and behaviours that will need to be demonstrated are as follows:

Knowledge

- Knowing your customers
- Understanding the organisation
- Meeting regulations & 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 & challenge

Behaviours/attitude

- Developing self
- Being open to feedback
- Teamworking
- Equality – treating all customers as individuals
- Presentation – dress code & professional language
- Getting it "Right first time"

For a full breakdown and further information please visit the following website

<https://www.instituteforapprenticeships.org/apprenticeship-standards/customer-service-practitioner/>

What's next?

For more information on how we can **upskill** your existing staff using this apprenticeship standard or help you to recruit an apprentice please call 01268 270648 or email info@thelightbulb.net



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