



CUSTOMER SERVICE PRACTITIONER

Level 2

The role of a Customer Service Practitioner is to deliver high quality products and services to the customers of your organisation. This will be your core responsibility and 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-greets, 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 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.

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THE KNOWLEDGE, SKILLS AND BEHAVIOURS

Knowing your customers

- Understand who customers are.
- Understand the difference between internal and external customers.
- Understand the different needs and priorities of your customers, and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective.

Understanding the organisation

- 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 internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation.

Meeting regulations and legislation

- Know the appropriate legislation and regulatory requirements that affect your business.
- Know your responsibility in relation to this and how to apply it when delivering service.

Systems and resources

- Know how to use systems, equipment and technology to meet the needs of your customers.
- Understand types of measurement and evaluation tools available to monitor customer service levels.

Your role and responsibility

- Understand your role and responsibility within your organisation and the impact of your actions on others.
- Know the targets and goals you need to deliver against.

Customer experience

- Establishing the facts from a customer’s experience.
- Understand how to build trust with a customer and why this is important.

Product and service knowledge

- Understand the products or services that are available from your organisation and keep up-to-date.

DEMONSTRATE THE FOLLOWING SKILLS AND ARE ABLE TO:

Interpersonal skills

- Use a range of questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations, and achieves positive engagement and delivery.

Communication

- Depending on your job role and work environment:
 - Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications.And.
 - Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions.

- Use an appropriate “tone of voice” in all communications, including written and digital, that reflect the organisation’s brand.

Influencing skills

- Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation.

Personal organisation

- Be able to organise yourself, prioritise your own workload and work to meet deadlines.

Dealing with customer conflict and challenge

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

DEMONSTRATE THE FOLLOWING BEHAVIOURS:

Developing self

- Take ownership for keeping your service knowledge and skills up-to-date.
- Consider personal goals and propose development that would help achieve them.

Being open to feedback

- Act on and seek feedback from others to develop or maintain personal service skills and knowledge.

Team working

- Frequently and consistently communicate and work with others in the interest of helping customers efficiently.
- Share personal learning and case studies with others, presenting recommendations and improvement to support good practice.

Equality – treating all customers as individuals

- Treat customers as individuals to provide a personalised customer service experience.
- Uphold the organisation’s core values and service culture through your actions.

Presentation – dress code, professional language

- Demonstrate personal pride in the job through appropriate dress and positive and confident language.

“Right first time”

- Use communication behaviours that establish clearly what each customer requires and manage their expectations.
- Take ownership from the first contact and then take responsibility for fulfilling your promise.

QUBE VISION

Qube Vision is an online eLearning catalogue, offering a choice of online training Courses. All Courses have been designed to support you whether you are developing in your current role, are transitioning into a new role or redesigning your career and changing direction. Also, don’t forget, all relevant eLearning counts towards your 20% Off-The-Job training!

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DURATION

Typical duration 15 months for new entrants.

ENTRY REQUIREMENTS

Employers will set their own criteria, but typically an entrant to this Apprenticeship will already have achieved a minimum of Level 2 in English and Maths.

ENGLISH AND MATHS

During each session with their Tutor, Apprentices without level 1 English and maths will need to work towards achieving this level and at least take the test for level 2 English and Maths prior to taking the End-Point Assessment.

FUNCTIONAL SKILLS (FS)

These will be completed taking in to account prior attainment and in conjunction with the initial assessments and diagnostics achieved through SkillsBuilder. Tutors will identify suitable opportunities to embed Functional Skills throughout the duration of the programme. Additional support should be arranged where a need or requirement is identified.

GATEWAY

Prior to undertaking the End-Point Assessment:

- The Apprentice must have completed training ensuring they can consistently demonstrate competence against all elements of the Apprenticeship Standard.
- Apprentices without English and Maths at Level 2, must at least achieve Level 1 and sit the Level 2 tests.
- An appropriate workplace project for the end-point assessment must be agreed for the Apprentice, based on their current job role.
- Apprentices must have examples of work that they can use for reference in the professional dialogue and interview covering the knowledge, skills and behaviours being assessed by this assessment method.
- The Employer will judge whether the Apprentice is ready for the end-point assessment; they may wish to take advice from the training provider.

END-POINT ASSESSMENT (EPA)

To achieve final certification, the Apprentice must have an appropriate place, with internet access, to undertake the End-Point Assessment (EPA).

The EPA consists of three distinct components:

- A Written Knowledge Test answered through a combination of multiple-choice questions and extended answer questions.
- A Workplace Project and Presentation.
- A Professional Dialogue and Interview, which is undertaken after all other end-point assessment components have been successfully completed.

A minimum of a 'pass' in each component is required.

A pass in the EPA will demonstrate that the Apprentice can apply the knowledge, skills and behaviours required by the Standard. Apprentices achieving a distinction will be demonstrating performance above the requirements of the Standard.

MILESTONE MEETINGS

Qube will ensure quarterly milestone meetings are held with the Employer and Apprentice to check progress against the Standard and for everyone to give feedback.

The milestone meetings could take the form of an interview or professional conversation to help develop the Apprentice's communication and employability skills.

GRADE BOUNDARIES

In order to achieve a pass grade, students must complete 100% of the pass criteria for the 3 assessment methods. In order to obtain a distinction, they must also achieve a certain percentage of distinction criteria as outlined below.

Assessment	Distinction Criteria Required
Apprentice Showcase	70%
Practical Observation	80%
Professional Discussion	75%

EXPECTATIONS

Student

- Preparation and planning.
- Mandatory attendance for sessions.
- Completion of tasks in an agreed timeframe.
- 20% Off-The-Job Training.
- Functional Skills (where needed).
- Taking responsibility for own development.
- Communicating support needs.
- Coordinating development checks.
- Creating a learning record.

Manager

- Facilitate time for learning.
- Monthly 1-2-1 reviews with Students to discuss progress, provide feedback and guide development.
- Create and provide opportunities for student to participate in relevant workplace tasks.
- Keep open communication lines with the Student and Employer.
- Provide learning opportunities.
- Provide 20% Off-The-Job training opportunities.

Tutor

- Teaching.
- Monitoring progress.
- Coaching.
- Feedback.
- Online support.
- Marking and assessment.
- Preparation for final assessment.
- Communicating with Student and Employer.

20% OFF-THE-JOB TRAINING

Each Apprenticeship Standard requires the Apprentice to undertake a minimum of 20% of learning off-the-job.

This can include training that is delivered at the normal place of work, within normal working hours, but must not be delivered as part of normal working duties.

There are numerous activities which count towards this training, for example, listening to Podcasts, self-study, completing assignments and observing senior colleagues.



Introduction to Programme: Meet the team and explain your learning journey. Eligibility checks and initial assessments will be undertaken. You will be introduced to learning methods for the programme. *Delivery Mode: Pre-work, Online learning, Review.*



Employment Rights and Responsibilities: Develop an understanding of the role of organisations and industries, as well as gaining an understanding and awareness of Employers' expectations and employees' rights and obligations. *Delivery Mode: Pre-work, Online learning, Review.*



Understanding Customers: Underpinning knowledge required to understand customers. Upon completion of this, you will have developed an understanding of different types of customers and will also know the value of customers and their loyalty. *Delivery Mode: Pre-work, Online learning, Review.*



Managing Personal Performance and Development: Manage personal performance and development. Upon completion of this unit, you will be able to manage your own performance, time and workload. You will also be able to identify your own development needs and fulfil a personal development plan. *Delivery Mode: Pre-work, Online learning, Review.*



Principles of Customer Service: Understanding of customer service and how to deliver it effectively. You will also develop an awareness of how legal and ethical requirements relate to customer service, and will understand the management of customer service information. *Delivery Mode: Pre-work, Online learning, Review.*



Delivering Customer Service: Deliver customer service. Upon completion, you will be prepared to deal with customers, provide customer service, and support improvements to customer service delivery. *Delivery Mode: Pre-work, Online learning, Review.*



Understand Employer Organisations and Develop Customer Relationships: Understanding of organisational structures and the organisational environment. You will develop customer relationships and will be able to develop relationships with customers. *Delivery Mode: Pre-work, Online learning, Review.*



Exceeding Customer Expectations: Develop the knowledge and skills required to exceed customer expectations. Upon completion you will be able to exceed customer expectations at work. *Delivery Mode: Pre-work, Online learning, Review.*



Communicate With Customers in Writing: Communicate with customers in writing. You will be able to both plan and produce written communications. *Delivery Mode: Pre-work, Online learning, Review.*



Resolve Customer Service Problems: You will be able to resolve customer service complaints and manage unresolved customer service problems. *Delivery Mode: Pre-work, Review.*



Deliver Customer Service to Challenging Customers: Develop the knowledge and skills required to deliver customer service to challenging customers. Upon completion you will be able to deal with challenging customers. *Delivery Mode: Pre-work, Online learning, Review.*



Telephone Calls to and from Customers: Deal with incoming telephone calls from customers. You will be able to establish the purpose of incoming customer calls and deal with customer questions and requests. When calling customers, you will be able to plan and make telephone calls to customers. *Delivery Mode: Pre-work, Online learning, Review.*



Gather, Analyse and Interpret Customer Feedback: Analyse and interpret customer feedback. You will be able to plan the collection of customer feedback, gather customer feedback, and analyse and interpret customer feedback to inform recommendations for improvements. *Delivery Mode: Pre-work, Online learning, Gateway Review.*



Gateway Review: Review of learning and development of knowledge, skills and behaviours within the Standards and preparation for End-Point Assessment. *Delivery Mode: Pre-work, Online learning, Gateway Review.*



End-Point Assessment (EPA): Completed by an End-Point Assessment Organisation (EPAO) selected by Employer. Please see EPAO Assessment Plan Guidance and EPA Assessment Plan for detailed guidance on assessment activities. *Delivery Mode: Knowledge test, Project & Presentation, Professional discussion and interview.*