University of Lancashire
Training 2000

Apprenticeships

Customer Service Practitioner

Level 2 Apprenticeship

Customer Service Practitioners are hugely influential in the delivery of a good customer experience and their satisfaction with an organisation. Customer Service Practitioners need to demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge. They will 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.

Duration: 17 months
You will need to spend at least ½ a day per week completing your 'off the job' training/ work.

Where and how will I study:
Online learning
You'll attend regular one-to-one online meetings and workplace observations with your Skills Coach

Entry requirements:
A minimum of two GCSEs at Grade 3/2 (D/E) or above including English and maths. You may have to complete your English and Maths Functional Skills depending on your GCSE grades.

What you'll learn

Training and development takes place during this part of the apprenticeship meeting the requirements of the Apprenticeship standard. Formative assessment is required of skills, knowledge and behaviours in the delivery of the Apprenticeship standard and this will be outlined in the assessment plan. Maths and English are required (level varies according to the standard).

The Apprenticeship standard is a period of learning, development and continuous assessment, managed by the employer. In most cases, there's also support from a training provider. The knowledge, skills and behaviour that will be developed during the on-programme learning will include:

Key knowledge

- Knowing your customers
- Understanding the organisation
- Meeting regulations and legislation
- Your role and responsibilities
- Customer experience
- Product and service knowledge

Key skills

- Interpersonal skills
- Communication
- Influencing skills
- Personal organisation
- Dealing with customer conflict and challenge

Key behaviours

- Developing self
- Being open to feedback
- Team working
- Equality – treating all customers as individuals
- Presentation – dress code and professional language
- 'Right first time'

How you'll be assessed?

At the end of your Apprenticeship you'll go through an end-point assessment (EPA) and be graded a pass or distinction based on a:

1. A portfolio of work which you put together throughout the duration of the Apprenticeship followed by a question and answer session
2. A practical workplace observation to demonstrate your skills, knowledge and behaviours
3. A professional discussion to assess your knowledge and competence

Your Apprenticeship career path

Below is an example career path showing how you can earn, learn and study up to Degree level with an Apprenticeship. Training 2000 are part of the University of Central Lancashire which makes it easier than ever to progress on to a Degree Apprenticeship or Degree.

The opportunities are endless when you complete a Customer Service Apprenticeship. There are no limits to what direction your career could take.

Interested? Apprenticeships start throughout the year. Apply now!

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