

look forward to a

**BRIGHTER
FUTURE
WITH NBC**

Believe It, Achieve It!

CUSTOMER SERVICE PRACTITIONER LEVEL 2

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.

The Practitioners actions will influence the customer experience and their satisfaction with your organisation. They will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to your customers. Customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

What knowledge and skills will the apprentices develop?

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

Duration

The apprenticeship will take a minimum of 12 months to complete

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.

Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level. Apprentices can move on to a level 3 apprenticeship such as Customer Service Specialist, Business Administrator Apprenticeship.

Cost

This apprenticeship has been allocated a maximum funding band of £3500 which is the anticipated full cost of delivering this standard and the end point assessment. The government will fund 95% of this apprenticeship for 19+ apprentices and 100% for 16-18 year olds for non-levy paying employers.

The End Point Assessment

The EPA can only be triggered after 12 months of starting the apprenticeship and is dependent on when the employer and training provider decide the apprentice is ready. EPA is typically expected to conclude within 3 months. The employer has the final decision to progress the apprentice to EPA. The apprentice and training provider should feel confident the learning outcomes have been achieved.

Apprentice Showcase Portfolio

The apprentice showcase is compiled after 12 months of on-programme learning. The Apprentice Showcase enables apprentices to reflect and present examples of their development over the whole on-programme period.

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.

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.

