

Customer Service Practitioner Apprenticeship Standard (Level 2)

"To the customer, you are the company." Shep Hyken

This apprentice standard is suited to people who are currently working in or want to work in a customer service role. tpm will tailor the course content with the employer to meet the needs of their business environment and apprentice. It will develop the skills required to provide high quality customer service ensuring that the needs of all customers are satisfied.

Key Facts



Qualifications

You will gain a level 2 apprenticeship standard. If you have not previously passed GCSEs Maths and English, you can also achieve equivalent qualifications as part of your apprenticeship



Duration

12 to 18 months



Training

A programme of structured on and off-the-job training. This can include classes at the tpm training centre, webinars, workshops and practice sessions on skills and professional behaviour, self-directed learning, and distance learning. A minimum of 20% of your contracted working hours must be spent on off-the-job training. You will be provided with more detailed information on this.



Support

You will have a tpm personal trainer who will support you by phone and email. They visit you in the workplace every 6 to 8 weeks to review progress, plan your next steps and identify any specific support you need.

Course content

This apprenticeship standard will give you a full portfolio of professional skills, behaviours and knowledge required to be an effective Customer Service Practitioner, such as:

- Knowing your customers
- Understanding the organisation
- Meeting regulations and legislation
- Systems and resources
- Roles and responsibilities
- Customer experience
- Product and service knowledge
- Interpersonal skills and communication
- Personal organisation
- Dealing with customer conflict and challenges
- Team working

The actual course content will depend on the needs of your specific job role.

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Apprenticeship journey

Step 1 Initial & Diagnostic Assessment

You will undergo initial and diagnostic assessments to establish your levels of English and maths. You will also complete skills scans with your trainer to accredit your prior learning and achievements so you don't undertake training for skills you already have. Your trainer will ask you about any learning difference you have, e.g. dyslexia so that they can put additional training support in place.

Step 2 Training

The main phase of your apprenticeship is when you undertake your programme of on and off-the-job training. A learning plan will be developed specifically for you, using your job role as the guide. A minimum of 20% of your contracted working hours must be spent on off-the-job training. You will develop your knowledge, skills and professional behaviour through different learning activities, including skills sessions at the tpm training centre, webinars, workshops, tpmonline, and distance learning. You will also do regular mock assessments to test your competence.

Step 3 Gateway

This is a point towards the end of your apprenticeship when you engage in discussions and decision-making sessions with your trainer and your employer to assess whether you are ready for your end point assessment or whether you need additional training. You must have also achieved Functional Skills to Level 1 (or GCSE) and you must be deemed competent in all your skills, knowledge and behaviours.

Step 4 End Point Assessment (EPA)

This is the last stage of your apprenticeship, where the skills, knowledge and professional behaviours you have acquired will be assessed by the independent end point assessor organisation. You will showcase your skills, knowledge and behaviours in the form of reflection, evidence presentation and interview. You will also have a practical observation and professional discussion to uncover any further evidence of personal development activities.

Progression

After you have completed this apprenticeship standard you can progress onto Level 3 Business Administrator Apprenticeship Standard

To apply

Speak to your employer to ensure you have their support to undertake this apprenticeship standard as they play an important role in the training process. The team at tpm are always available to provide advice to you and your employer. Call 0151 709 6000 for more details on how to apply.

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Knowledge

What is required (through formal learning and applied according to business environment)

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

Understand how establishing the facts enable you to create a customer focused experience and appropriate response.
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.

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Skills

What is required (acquired and demonstrated through continuous professional development)

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/or
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/activity 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 signposting or resolution to meet your customers' needs and manage expectations.
Maintain informative communication during service recovery.

Behaviours

What is required (developed and exhibited in the workplace)

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 organisations core values and service culture through your actions.

Presentation – dress code, professional language

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