

### OVERVIEW

The Customer Service Practitioner Level 2 Apprenticeship Standard provides apprentices with an opportunity to gain excellent customer service skills. Apprentices will gain experience in a wide range of customer interactions which will influence the customer experience and their satisfaction with the organisation.

This new standard is suited to those looking to work in customer service roles within a wide range of settings and organisations.

### ROLE

Customer service practitioners are often the first point of contact for the customer. The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. This may 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.

Customer service practitioners 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.

### DURATION

The apprenticeship will take a minimum of 12 months to complete.

### ENTRY REQUIREMENTS

Individual employers will set the selection criteria for the applicant.

English and Maths at Level 1 (or equivalent) is required to be held by the learner prior to the End Point Assessment (EPA). They also must have attempted Level 2 (or equivalent) prior to the EPA.

## **ON-PROGRAMME LEARNING**

Apprentices should collate evidence throughout the duration of their apprenticeship. This evidence should include elements such as work-based evidence, including customer feedback, recordings, manager statements, and witness statements. It should also include evidence from others, such as mid- and end-of year performance reviews, and feedback.

Employers and training providers may also wish to carry out joint reviews of the apprentices' progress at regular intervals during the on-programme period.

## **END-POINT ASSESSMENT GATEWAY (MANDATORY)**

Prior to the End-Point Assessment:

- Apprentices must have achieved English and Maths Level 1, and attempted Level 2.
- The employer, and, if appropriate in conjunction with the Training Provider, must formally sign-off that the apprentice has met the minimum requirements with regards to knowledge, skills and behaviours within the standard and confirm they are ready to move on to the end point assessment

## **END POINT ASSESSMENT OVERVIEW**

There are three methods of assessment used during the EPA. These are:

- Apprentice Showcase
- Practical Observation
- Professional Discussion

### **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 elements of the Standard as an 'Apprentice Showcase'. This showcase will be reviewed and assessed by the independent assessor.

### **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. It is mandatory that the observation covers as a minimum: presentation, equality, interpersonal skills, communication and personal organisation.

## **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.

Please contact us for registration and cost information:

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