

APPRENTICESHIP STANDARD - FOR CUSTOMER SERVICE PRACTITIONER LEVEL 2

OVERVIEW

A Customer Service Practitioner's actions will influence the customer experience and their satisfaction with their organisation. They must demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge. As potentially the first point of contact for any customer, this programme helps to ensure your staff get it right first time.

KEY RESPONSIBILITIES

The 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, aftercare or gaining insight through measuring customer satisfaction.

WHY US?

Over **50** years' experience

We successfully train over **3000** apprentices per year

Our success rate is **higher** than the national average

We have a **specialist** in house Commercial Training company

Proud recipients of the Matrix Quality Standard

We **listen** and meet your business needs

LEARNER BENEFITS

- Continuous development of personal effectiveness and impact as a Customer Service Practitioner
- Increased knowledge and confidence to influence behaviours
- Consideration of Employment Rights and Responsibilities
- Gain the key skills to aid career progression
- Receive support from a dedicated team of qualified assessors/training consultants

BUSINESS BENEFITS

- Customer Service Practitioner with relevant Skills, Knowledge and Behaviours to positively promote your organisation
- Training tailored to organisational goals and values
- Collaboration between in-house training teams and experienced Key Group staff
- Flexible delivery options
- Option to include a recognised Management qualification





ENTRY REQUIREMENTS

To be working in an appropriate Customer Service Role



FUNCTIONAL SKILLS

Apprentices without Level 2 English and Maths will need to achieve this level prior to taking the end-point assessment



COURSE DURATION

This programme is a minimum of 12 months in duration



QUALIFICATION / AWARDING BODY

Where selected, Key Group can offer the Level 2 Diploma in Customer Service qualification, in addition to the Apprenticeship Standard

COURSE CONTENT

Our programmes are a mix of flexible blended options, which we will discuss with you to ensure we fit in with your day-to-day operation. To develop the Skills, Knowledge and Behaviours included in the Standard; we can include workshops, online training, webinars, line management, coaching and mentoring, as well as independent study.

KNOWLEDGE

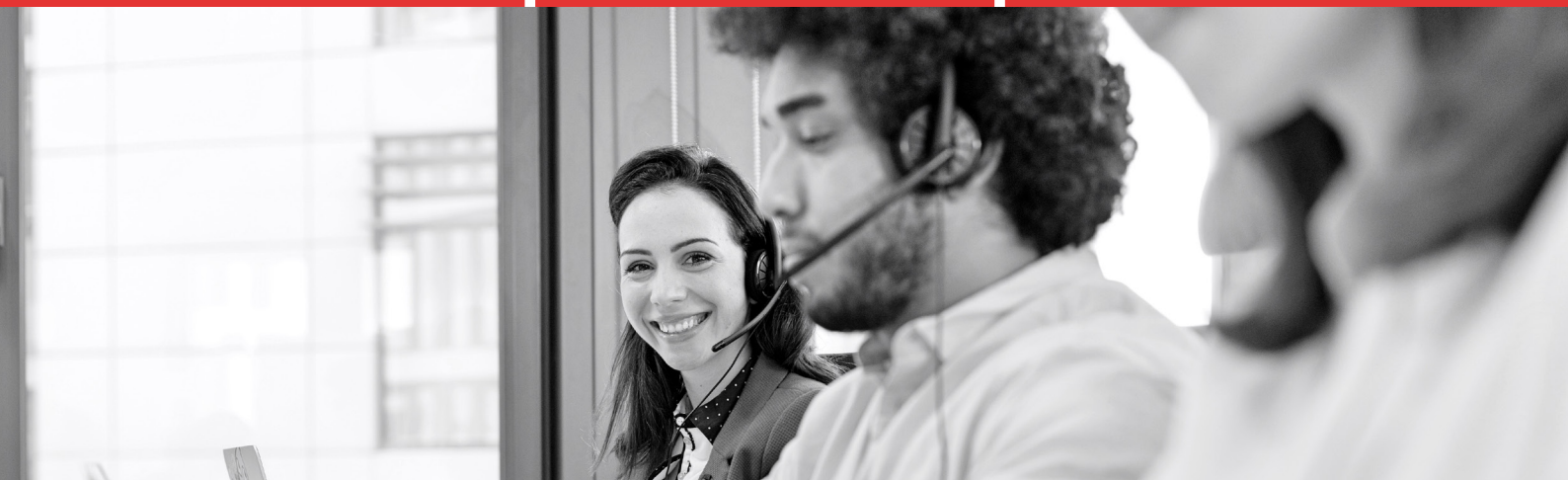
Delivered through stand-up workshops, 1:1 teaching, online training, webinars and independent study as appropriate to the business.

SKILLS

Will be acquired and demonstrated via continuous professional development throughout the duration of the course.

BEHAVIOURS

The transference of Knowledge and Skills will be further developed and will be assessed within the workplace.



OTHER PROGRAMMES

Key Group is currently able to offer a number of other apprenticeship programmes, including but not limited to:

Business Administration

Business Administrators handle the day-to-day tasks in an office environment and are considered crucial to the success of any business. The job role of a business administration apprentice will depend on the requirements of the employer and requires a strong sense of responsibility, accuracy and attention to detail.

Management

Good managers are essential to the success of any business, so the skills gained on this apprenticeship are transferable and valuable across a range of sectors and job roles. Key Group are proud to be an approved provider under the Institute for Leadership & Management and can provide both the first line of **Team Leader / Supervisor Level 3 programme** and the **Operations / Departmental Manager Programme at Level 5**.

We continuously monitor the Standards as they are released by the Government and will be expanding our portfolio to meet customer demand.

If there is a Standard, or area of training, that you do not see above, but would like to discuss with us, please get in touch.

ASSESSMENT

There are three components that make up the End Point Assessment for the Customer Service Practitioner Apprenticeship Level 2 Standard:

- Apprentice Showcase (reflect and present examples of their development)
- Practical Observation
- Professional Discussion

PROFESSIONAL BODY ALIGNMENT

On completion of this apprenticeship, this programme will lead to eligibility to join the Institute of Customer Service as an Individual Member at Professional level.

Please see <https://www.instituteofcustomerservice.com> for more information.



Alternatively, you could progress to a higher level apprenticeship in Customer Service.

OTHER SERVICES

Talent match

Key Talent Match was developed to help businesses acquire the right emerging talent to ensure they have the skilled workforce they need to remain competitive into the future.

Key Talent Match will support you in recruiting and developing new staff through the Apprenticeship and Traineeship programmes. Together we will plan and implement your talent acquisition strategy to give your business the best chance to see a return on investment.

All applicants complete a 5-stage recruitment process before they meet with you. This makes sure you are only interviewing the candidates that are most suited to your culture and needs.

WWP & Consultancy Services

WWP, our Commercial Training division, is a market-leading, global learning organisation which has 36 years' experience innovating large scale organisational and workforce performance improvement solutions. WWP has a comprehensive network of learning specialists who have extensive industry experience. We will work with you to interpret organisational needs, learning aims and objectives. The WWP Modular Learning System provides you with a toolkit, enabling learning programs to be developed quickly, simply and cost effectively, ensuring a solution that meets your requirements.



“You can expect to receive a level of service and expertise commensurate with a group that has been established for over 50 years”

UKPRN: 10003593

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.

The 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, aftercare, service recovery or gaining insight through measuring customer satisfaction. A Customer Service Practitioner may be the first point of contact and work in any sector or organisation type.

A Customer Service Practitioner's actions will influence the customer experience and their satisfaction with their organisation. They will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to the organisation's 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.



Levy Fund /10% Co-Investment

Customer Service Practitioner – Minimum of 12 months

Training Consultant led modules delivered by Sector Specialists

