

Apprenticeships

Level 2 Customer Services Practitioner

Apprenticeship Code: ST0072
Sector: Business

Length of Delivery

12 months.

Entry Requirements

Apprentices without Level 2 English and Maths (GCSEs at Grade C/4 or higher) will need to achieve these prior to taking the End Point Assessment.

Employers can set their own entry requirements; however, learners must be of the right calibre and committed to achieve all components of their apprenticeships.

About the Role

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, phone, post, email, text and social media.

Customer service roles include: Customer service trainee, customer service advisor, customer service assistant.

What Apprentices need to learn

Apprentices need to complete 20% off-the-job training during the on-programme phase of their apprenticeship. Specific rules govern this, and it must take place in the apprentice's contracted hours. Formative assessment of knowledge, skills and behaviours required in the delivery of the apprenticeship are broken down into the following modules:

Knowledge:

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

Skills:

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

Behaviours:

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

Please go to the Institute of Apprenticeships website for further detail on the standard and assessment www.instituteforapprenticeships.org/apprenticeship-standards/customer-service-practitioner/

End Point Assessment (EPA): how apprentices achieve their qualification

Apprentices on an Apprenticeship Standard are required to complete an End Point Assessment (EPA) to achieve their qualification. The end point assessment is designed to assess the knowledge, skills and behaviours gained are sufficient to be awarded the Standard. These will be assessed by an apprentice showcase, practical observation and professional discussion.

Before you can book end-point assessment, Lakes College and the employer will sign off that the apprentice will be ready for EPA by a gateway assessment. Where an apprentice has not already achieved Level 2 English and Maths (GCSE C /4 or above), they must do so before taking the end point assessment.

Progression Opportunities

Customer Service Specialist or Business Administrator Level 3.

Next Stage

- If you are an employer please contact our Business Accounts Management lead via team-sales@lcwc.ac.uk, whom will arrange an appointment to support your recruitment needs.
- If you are an applicant please either:
Go to our website www.lcwc.ac.uk and apply
or contact our admissions team 01946 839300
or email admissions@lcwc.ac.uk


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