



Wirral Met College

Customer Service Practitioner Level 2

Apprenticeship Standard

wmc.ac.uk/apprenticeships

Overview



The Customer Service Practitioner's core responsibility will be to provide a high quality service to customers. This will include dealing with orders, payments, offering advice, guidance and support, meeting-and-greeting, sales, fixing problems, after care, service recovery or gaining insight through measuring customer satisfaction. They will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to customers. Customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

Duration:

15 months + 3 months for the End Point Assessment

Entry Guidelines:

English & maths at GCSE grade A*-E/9-2 or Functional Skills level 1

NB All apprenticeship standards require apprentices to provide evidence of their English and maths grades before they can progress through the Gateway to their End Point Assessment and achieve the apprenticeship qualification.



Customer Service Practitioner Level 2 Course Overview

Pre-programme	On Programme Learning covering Skills, Knowledge & Behaviours	Gateway	Independent End Point Assessment
Initial assessment English & Maths	Online learning , videos, research, assignments, projects	<ul style="list-style-type: none"> English Level 1 Maths Level 1 	<ul style="list-style-type: none"> Professional Discussion
Skills Scan	e-portfolio of evidence to be developed during on programme learning	<ul style="list-style-type: none"> e-portfolio of evidence 	<ul style="list-style-type: none"> Apprentice Showcase
Induction with Trainer Assessor	On programme Assessments & Reviews: <ul style="list-style-type: none"> 6-8 weekly sessions with Trainer Assessor. 8-10 weekly Progress Reviews with apprentice and employer. 		<ul style="list-style-type: none"> Practical Observation

Course Details

The **Knowledge** element is developed by tasks, research, project work, online learning, reading and/or other activities set by the Trainer Assessor. The qualification provides an ideal grounding should the apprentice wish to progress on to a level 3 apprenticeship standard, such as Customer Service Specialist or Business Administrator.

Unit 1: Knowing Customers

- Understand the difference between internal and external customers.
- Understand the different needs and priorities of customers and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective.

Unit 2: Understanding the Organisation

- Know the 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 the organisation.

Unit 3: Meeting Regulations and Legislation

- Know the appropriate legislation and regulatory requirements that affect the business.
- Know own responsibility in relation to this and how to apply it when delivering service.

Unit 4: Systems and Resources

- Know how to use systems, equipment and technology to meet the needs of customers.
- Understand types of measurement and evaluation tools available to monitor customer service levels.

Course Details

Unit 5: Your Role and Responsibility

- Understand own role and responsibility within the organisation and the impact of actions on others.
- Know the targets and goals needed to deliver against.

Unit 6: Customer Experience

- Understand how establishing the facts enables the apprentice to create a customer focused experience and appropriate response.
- Understand how to build trust with a customer and why this is important.

Unit 7: Product and Service Knowledge

- Understand the products or services that are available from the organisation and keep up-to-date.



Skills & Behaviours

The **Skills & Behaviours** element of the apprenticeship is to be completed with support from a Trainer Assessor making periodic visits to the apprentice in the workplace. The Trainer Assessor will support and guide the apprentice to ensure that they are developing the skills and competency required in accordance with the apprenticeship standard. The apprentice will use the e-portfolio system called OneFile to build a portfolio of work throughout the development stage, which is a key component of End Point Assessment and demonstrates their occupational competency.

This includes:

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 skills

- Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications.
- 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 the organisation.

Personal organisation

- Be able to organise self, prioritise own workload/activity and work to meet deadlines.

Dealing with customer conflict and challenge

- Show an understanding of the customer's point of view.
- Use appropriate sign-posting or resolution to meet the customer's needs and manage expectations.

Gateway



Once the apprentice has completed all the required elements of the apprenticeship and their manager and Trainer Assessor agree that they are ready for the end point assessment, they will progress through the Gateway to undertake their end point assessment.

End Point Assessment

End Point Assessment (EPA) normally takes 3 months to complete and consists of:

1. Practical Observation
2. Apprentice Showcase
3. Professional discussion underpinned by your e-portfolio of evidence

Assessment Method 1: 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.

Each situation within the observation will be different, and examples are:

- Handling a general enquiry
- Dealing with a customer complaint or a need for further information or detail

It is mandatory that the observation covers as a minimum:

- Presentation
- Equality
- Interpersonal skills
- Communication
- Personal organisation.

Those areas of the standard which are not able to be evidenced during the observation will be discussed subsequently as part of the professional discussion with the Independent Assessor.



End Point Assessment

Assessment Method 2: Apprentice Showcase

The Apprentice Showcase enables apprentices to reflect and present examples of their development over the whole on-programme period.

The apprentice showcase, as agreed by the employer and apprentice with the assessment organisation, can be assessed face to face or remotely. It can be showcased by the apprentice through the delivery of a presentation or by a virtual form of assessment such as submission of a report, storyboard, journal etc to the assessment organisation. The evidence in the Apprentice Showcase will be assessed against the following areas:

- Understanding the organisation
- Meeting regulations and legislation
- Systems and resources
- Product and service knowledge
- Influencing skills
- Personal organisation
- Dealing with customer conflict and challenge
- Developing self
- Being open to feedback
- Team working

The apprentice showcase will be assessed against an externally set brief, written by the assessment organisation, with work-based evidence including customer feedback, recordings, manager statements, and witness statements. It will also include evidence from others, such as mid- and end-of-year performance reviews, and feedback.

The portfolio of evidence (that has been completed by the apprentice during their programme) will be used as a source of evidence by which apprentices can exemplify their responses to questions asked by the assessor. The portfolio itself will not be assessed, but will be used by the assessor to prepare the questioning for the professional discussion and by the apprentice to exemplify their responses to the questions.

Assessment Method 3: Professional Discussion

The professional discussion will be a structured discussion of up to an hour between the apprentice and the Independent Assessor, following the observation, to establish the apprentice's understanding and application of knowledge, skills and behaviours. This assessment method covers:

- Module 1 Knowing your Customers
- Module 5 Your Role and Responsibility
- Module 6 The Customer Experience

The purpose of the professional discussion is to:

- Clarify any questions the Independent Assessor has from their assessment of the apprentice's journey and practical observation;
- Confirm and validate judgements about the quality of work;
- Explore aspects of the work, including how it was carried out, in more detail;
- Discuss how the apprentice would behave in specific scenarios, should they not have occurred within the practical observation;
- Ask questions in relation to personal development and reflection.



Grading & Progression



Apprenticeship grading

The available grades for this apprenticeship programme are **Distinction, Pass or Fail.**

Where can apprentices progress to?

On completion of their apprenticeship the apprentice will be able to progress their career in Customer Service or Business Administration. They may choose to progress on to the Customer Service Specialist Level 3 or Business Administrator Level 3 apprenticeship.



Wirral Met College

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