

Customer Service Practitioner Level 2 Standards

Course Offer

The role of the customer service practitioner is to deliver high quality products and services to the customers of your organisation. This may be through one-off or routine contacts, and include dealing with orders, payments, offering advice, meet and greet or sales. Customer interactions may cover a wide range of situations and can include; face to face, telephone, post, email, text and social media.

To enable apprentices to demonstrate their knowledge, skills and behaviours, we would recommend they work towards the below qualification.

Level 2 Diploma in Customer Service Practitioners

This City and Guilds qualification is for anyone who is involved in any customer focused role, in any industry. It covers a range of topics, developing self to achieve targets and goals; recognition of regulations and legislation within own organisation; principles of business; contributing to a customer focused experience; providing customer service; and managing customer expectations.

Apprentices must successfully complete the mandatory units plus one optional unit.

Mandatory Units:

- Developing self to achieve targets and goals
- Recognition of regulations and legislations within own organisation
- Principles of business
- Contribute to a customer focused experience
- Provide customer service
- Manage customer expectations

Optional Units:

- Working in a sales environment
- Working in an administrative environment
- Working in a contact centre environment
- Customer service principles
- Working in a retail environment
- Social media in a work environment
- Fundamentals of marketing

This qualification is not part of the Customer Service Practitioner Apprenticeship End Point Assessment but is a stand-alone qualification that can support those on the Apprenticeship.

English and Maths

Apprentices will be required to have or achieve Level 1 in English and Maths and to have taken Level 2 English and Maths tests before the completion of the apprenticeship.

End Point Assessment

As well as completing the above, apprentices will be required to complete the EPA. This consists of three assessment methods:

- One: apprentice showcase. This enables apprentices to reflect and present examples of their development over the whole on-programme period. It can be assessed (by the assessment organisation) face to face or remotely. The evidence 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 to meet the assessment organisation. To be completed after being on programme for minimum of 12 months.
- Two: practical observation. This 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. Duration – minimum of one hour.
- Three: professional discussion. This will be structured discussion, planned in advance, following the practical observation. Duration – one hour.

For each of the three assessment methods, all pass criteria (100%) must be achieved to progress and complete the apprenticeship programme. Apprentices can achieve either a pass or distinction grade.

The duration of this apprenticeship is expected between 13 - 15 months.