

Apprenticeship Overview

The Customer Service Practitioner is expected to support the smooth delivery of products and services to the customers of their organisation. The fundamental duties of a Customer Service Practitioner include ensuring the products and services from the organisation, be that physical or digital, arrive promptly and as described, whilst demonstrating effective communication and knowledge.

Key Responsibilities

Responsibilities will include demonstrating excellent customer service skills and behaviours at all times, as well as product and/or service knowledge when delivering to your customers. Your customer interactions may cover a wide range of situations and can include; telephone, face-to-face, post, email, text and social media.

Knowledge covered within the programme includes:

- Knowing your customers
- Meeting regulations and legislation
- Customer Experience
- Influencing Skills

Qualifications Included

Apprentices without Level 2 English and maths (GCSE Grade 4 or equivalent) will need to achieve this prior to taking the end-point assessment. As part of the apprenticeship, your apprentice will build a portfolio of evidence related to their role and requirements of the end point assessment.

Entry Requirements

Apprentices without Level 1 English and maths (Grade 1 to 3) and above will need to achieve this level and take the test for Level 2 English and maths (Grade 4 and above) prior to the end point assessment. There will be an expectation to attend all delivery workshops.

The employer may also choose to consider applicants based on relevant prior experience.

Programme Level

Level 2

Duration

Expected duration 12 to 15 months.

Job Roles

Specific job roles may include: Customer Relationship Manager, Customer Relations Officer, Customer Service Executive, Customer Service Manager, Customer Supervisor, Customer Support Agent, Customer Support Officer, Delivery Coordinator.

Delivery Method

The duration of this programme is based on the apprentice working for at least 30 hours per week, including 'Off the Job' Training. If apprentices work less than 30 hours a week the programme duration will be extended. The 20% training is delivered by Creative Sport & Leisure, either at the workplace, off-site or via e-learning. The training is specifically tailored to ensure the apprentice develop the skills they will need to thrive in the workplace, giving apprentices a real advantage with career progression and allow the employer to build a future workforce.

End Point Assessment Method:

As part of the apprenticeship standard an external End Point Assessment Organisation will carry out your end point assessment using the following methods:

- Observation
- Apprenticeship showcase
- Professional discussion

Progression

Upon successful completion, the customer service practitioner route may progress to further career opportunities, such as supervisory or managerial roles.

