

Apprenticeship Standard Customer Service Practitioner Level 2

Duration: The apprenticeship will take a minimum of 12 months to complete

Entry requirements: Apprentices will be required to have or achieve level 1 English and Maths and to have taken level 2 English and Maths tests prior to completion of their Apprenticeship.

Link to professional registration: Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level.

On-Programme Learning

The period of learning, development and continuous assessment is managed by the employer with the support of Davidson Training. The on-programme pace will be driven by individuals as well as by the breadth of experience an employer can offer prior to the minimum of 12 months after which end-point assessment will take place.

Employers will work closely with Davidson Training to plan and deliver support and training appropriately.

This will add value to the employer as it centres on real work competencies demonstrated in a real work environment. Davidson Training will support ensuring the requirements of the apprenticeship standard are reflected in the above processes, and by filling any gaps through their work with apprentices.

To drive quality and consistency through on-programme learning employers may wish to consider the use of their normal performance management processes to monitor the progress of the apprentice, provide feedback and guide development.

We will carry out joint reviews of progress at regular intervals, involving apprentices, line managers and others with a direct relationship, e.g. mentors, workplace coaches, etc.

Apprentices may develop and maintain examples of their work throughout their apprenticeship that cover the full standard. This could be in the form of a portfolio or other tracking method to be reviewed on-programme at intervals of 3, 6 and 9 months.

End Point Assessment

The end point assessment is synoptic and takes place at the end of the apprentice's learning and development, after a minimum of 12 month's on programme learning.

There are three assessment methods and for each of these, all pass criteria (100%) must be achieved to progress and complete the apprenticeship programme. For a distinction to be awarded, apprentices must also achieve a distinction in each assessment methods. The assessment method are; Apprentice Showcase, Practical observation and a professional discussion.

FOR MORE INFORMATION CONTACT US AT:

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Knowledge	
Knowing your customers	Who customers are. The difference between internal and external customers. 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.
Understand the organisation	Purpose of the business and what 'brand promise' means. Organisations core values and how they link to the service culture. Internal policies/procedures, incl. complaints processes/digital media policies.
Meeting regulations and legislation	Legislation and regulatory requirements that affect your business. Responsibility in relation to this and how to apply it when delivering service.
Systems and resources	Different forms of communication and their application and communicate effectively Chair meetings, hold challenging conversations, provide constructive feedback.
Your role and responsibility	Your role and responsibility within your organisation and the impact of your actions. The targets and goals you need to deliver against.
Customer experience	How establishing the facts enable you to create a customer focused experience and appropriate response. How to build trust with a customer and why this is important.
Product Service knowledge	Understand the products or services that are available from your organisation and keep up-to-date
Skills	
Interpersonal skills	Questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations and achieves positive engagement.
Communication	Appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or Appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions.
Influencing skills	Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation.
Personal organisation	Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines.
Dealing with customer conflict and challenge	Demonstrate patience and calmness. Understand the customer's point of view. Appropriate sign-posting or resolution to meet your customers' needs and manage expectations.
Behaviours/Attitude	
Developing self	Take ownership for keeping your service knowledge and skills up-to-date. Consider personal goals and propose development that would help achieve them.
Being open to feedback	Act on and seek feedback from others to develop or maintain personal service skills and knowledge.
Team working	Communicate and work with others in the interest of helping customers efficiently. Share personal learning and case studies with others.
Equality – treating all customers as individuals	Treat customers as individuals to provide a personalised customer service experience. Uphold the organisations core values and service culture through your actions.
Presentation – dress code, Professional language	Demonstrate personal pride in the job through appropriate dress and positive and confident language.
"Right first time"	Communication behaviours that establish clearly what each customer requires and manage their expectations. Take ownership from the first contact and fulfil promise.

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