



Customer Practitioner - Level 2 Apprenticeship

The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation.

Your core responsibility will be to provide a high quality service to customers which will be delivered from the workplace, digitally, or through going out into the customer's own locality.

These may be one-off or routine contacts and include dealing with orders, payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, after care, service recovery or gaining insight through measuring customer satisfaction. You may be the first point of contact and work in any sector or organisation type.

Your actions will influence the customer experience and their satisfaction with your organisation.

You will demonstrate excellent customer service skills and behaviours as well as product service knowledge when delivering to your customers.

You provide service in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements. Your customer interactions may include a wide range of situations and can include face to face, telephone, post, email, text and social media.

Key Areas of Study

KNOWLEDGE

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

SKILLS

- Interpersonal skills
- Communication
- Influencing skills
- Personal organisation

BEHAVIOURS & ATTITUDE

- Developing self
- Being open to feedback
- Team working
- Equality: Treating all customers as individuals
- Presentation: Dress code, professional language
- 'Right first time'

Key Facts



Duration of Apprenticeship

The apprenticeship will take a minimum of 12 months to complete.



Entry Requirements

Level 1 English & Maths with Level 2 prior to completion of the apprenticeship.



Professional Registration

Eligibility to join the institute of customer service as a professional member.



End Point Assessment

Apprentice Showcase, Practical Observation and Professional Discussion.

What's Changed?

Last year, the introduction of new trailblazer standards replaced the previous framework qualifications. The new standards have been developed by groups of employers working together to better meet the needs of the industry.

What Does it Mean for Me?

Alongside the change to qualifications, Government is now introducing changes to simplify the way apprenticeships will be funded based on the qualification standard or framework, but the size of the employer will also make an important difference.

- Employers with a wage bill of more than £3m per annum will be required to pay the Apprenticeship Levy with effect from the 6th April 2017. The apprenticeship Levy will be 0.5% of the employers wage bill and will be paid through PAYE. Access to the funds, which can be used for apprenticeship training and assessment will be via the digital account service (DAS) account. Government will pay a 10% top-up to the funds paid in by the employer.
- All employers who take on a 16-18 year old will receive additional payment of £1,000 payable in two equal instalments at 3 & 12 months such as with apprentices aged 19-24 with an education Health Care Plan or a care leaver.
- The Customer Probationer standard has been moved into a new band with a maximum value of £4,000 for the full apprenticeship.

What Do I Need to Do Next?

You will need to register on the Digital Apprenticeship Service in order to manage your levy funds. Apart from that SWFC will work with you every step of the way when you sign up to take on apprentices with us. Make sure you get the best return from your Levy Funds.

Why Should I Choose SWFC?

At SWFC we pride ourselves on quality. We aim to deliver the best in all we do through our commitment to supporting talent, education and charity work. By placing apprentices with us we will develop your workforce and help you maximise your levy spend. Our education programme delivers results above the national benchmark through our dedicated team. We put our learner's best interest at the heart of what we do. We have a significant reach into the community to recruit future talent through our existing talent pool of students.

At SWFC we can deliver training in a unique environment, where individuals want and are motivated to learn. A professional and qualified team of assessors dedicated in making sure we understand your organisation's vision and values and how apprentices can help achieve your business goals.

From bespoke learning content, marketing and communications to learner management, we offer a range of added value services to ensure your apprenticeship programme is successful.

