

Customer Service Practitioner L2 Apprenticeship Standard



The Customer Service Practitioner apprenticeship develops the skills required to meet high standards of customer service in an organisation. The skills developed apply to roles which deliver products and services to customers from the workplace such as an office, digitally or to the customer's location. These customer interactions may be one-off or routine and include responsibilities such as dealing with orders and payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, aftercare, service recovery or measuring customer satisfaction. Staff in this role are often the first point of customer contact and may work in any sector or organisation type, through a variety of interfaces including face-to-face, telephone, post, email, text and social media. Their performance impacts directly on the customer experience and satisfaction levels.

What skills do staff develop?

Customer service practitioner apprentices gain the skills and competence to perform a variety of tasks in line with **customer service best practices, company procedures and regulatory requirements**. These include:

Understanding different client groups	Right First Time	
Adapting to meet clients' needs	Internal policies & procedures	
Complaints processes	Digital media policies	Teamwork
Using systems, equipment & technology to meet customer needs		
Customer service measurement & evaluation	Self-presentation	
Personal targets & organisational goals	The customer experience	
Product & service knowledge	Customer conflict	Communication

Apprentices can also improve their maths and English skills on this programme if they have not previously achieved level 2 standards. TRS have specialist tutors who teach numeracy and literacy skills in industry-relevant ways.

Duration

12 months

Structure of Apprenticeship

Phase 1 Initial assessment

During this phase, the candidate's existing skills are assessed so that a tailored training programme is developed which will allow them to practice and acquire the job skills they need to complete the apprenticeship. The candidate also completes an assessment in English and maths.

Phase 2 Training

Here, the apprentice undertakes a programme of on and off-the-job training, which develops the skills of a competent **customer service practitioner**. Training fits round around working routines. TRS trainers are on hand to offer ongoing support.

Phase 3 Gateway

The **Gateway** is a review stage towards the end of the apprenticeship when the apprentice, employer and TRS trainer meet to review if additional training or skills practice is needed.

Phase 4 End Point Assessment

The apprentice is assessed by an independent organisation to see if they have reached the required standards.

Progression options

After completion, the staff member will be advised on what career progression opportunities are open to them. If appropriate, they can further develop their skills on a **team leader** or **business administrator** apprenticeship for example.

Employer responsibilities

Employers must allow their apprentices to spend at least 20% of their time undertaking off-the-job training. They will also need to provide a workplace mentor and opportunities for apprentices to complete workplace projects that enable improvements within the organisation.

Funding

For small and medium businesses that do not pay the apprenticeship levy, the Government funds 95% of the apprenticeship. The employer pays the other 5% plus the apprentice's wages. Larger firms that pay the levy can meet 100% of the costs using their levy funds.

Why choose apprenticeships?

- Address skills shortages
- Increase staff loyalty, motivation and productivity
- Tap into available funding
- A way of ensuring quality standards in your business

Why choose TRS?

- Rated excellent by employers for apprenticeships
- Expert advice for businesses on apprenticeship funding
- Niche manufacturing and logistics industry expertise
- Many years experience of successfully delivering apprenticeships
- Free recruitment service

Further information

If you have staff you want to enrol on the Customer Service Practitioner apprenticeship, or you want to recruit apprentices, please contact Andy 07719 031 203 andrewt@trstraining.net or scan the QR code.



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