

# Apprenticeship Standard for Customer Service Practitioner

## Occupation:

The Customer Service Practitioner apprenticeship is designed for learners in Customer Service Practitioner roles. Working in the private, public or third sector and across all sizes of organisation, specific responsibilities will vary, but the knowledge, skills and behaviours needed will be the same whatever the role.

Key responsibilities are likely to include liaising with customers and stakeholders to provide helpful and high quality information and services. This includes dealing with enquiries, the resolution of complaints and building relationships internally and externally.

Job titles may include: Customer Service Assistant, Customer Service Representative and Customer Service Agent

## Entry Requirements

The entry requirement for this apprenticeship will be decided by each employer, but may typically be five GCSEs at Grade C / 4 or higher.

## Course Content & Duration

### Knowledge

Knowing Your Customers  
Understanding the Organisation  
Meeting Regulations and Legislation  
Systems and Resources  
Customer Experience  
Product and Service Knowledge

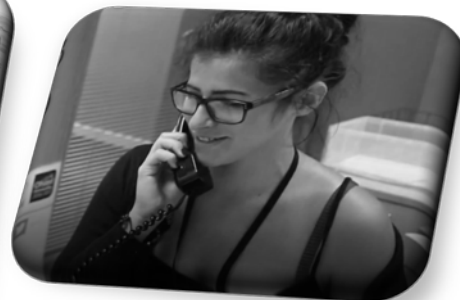
### Behaviours/Attitude

Developing Self  
Being Open to Feedback  
Team Working  
Equality – Treating all Customers as Individuals  
Presentation – Dress Code,  
Professional Language

### Skills

Interpersonal Skills  
Communication  
Influencing Skills  
Personal Organisation  
Dealing with Customer Conflict and Challenge

**City & Guilds**



**HOET**

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## On Programme:

On completion of this course you will have achieved a City & Guilds Customer Service Practitioner Level 2 Standard. If necessary Heart of England Training will support you with achieving Maths and English through either GCSEs or Functional Skills examinations.

## Workshops:

We will be delivering the following workshops to complement your qualification. Please note that workshops can be tailored to suit organisational requirements whilst meeting the Apprenticeship Standard for Customer Service. Dates will be announced on our website: [www.hoet.co.uk/customer-service](http://www.hoet.co.uk/customer-service)

Understanding the Organisation & Knowing your Customers

Day 1

Meeting Regulations & Legislation. Presenting a Professional Image.

Day 2

Dealing with Customer Conflict & Challenge. Treating all Customers as Individuals

Day 3

Understanding Customer Expectations. Using Digital Media.

Day 4

Organising, prioritising & maintaining your workload. Systems & Resources

Day 5

## Gateway:

We will also be offering 2 full day workshops and a Mock EPA to prepare you for the End Point Assessment (EPA).

## EPA:

The EPA will consist of an Apprentice Showcase Portfolio, a Practical Observation, and a professional discussion. You will then receive your final grading from the End Point Assessor.

## 20% Off The Job Training:

Heart of England Training will support you in realising 20% off the job training, including our 5 full day workshops, total qualification hours of 396 and offering added value complementary day courses to suit the needs of your business.

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