

## Customised



We'll partner with you to customise this apprenticeship so it is specific to your company and industry.

## Practical



Providing your learners with the relevant knowledge, skills and behaviours to make an impact.

## Blended



A mixture of masterclasses, online learning, coaching and assessment. All designed to engage your learners.

# Customer Service Practitioner

## Level 2

## Apprenticeship



« Deliver superior customer service to your internal and external customers »»

# Customer Service Practitioner

Deliver superior customer service to your internal and external customers



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# Apprenticeship Programme Overview



If your employees need to **deliver a high level of customer service** then this programme will be for them.

The purpose of this apprenticeship is to provide your people with the knowledge, skills and behaviours so they can **influence the customer experience and their satisfaction with your organisation**.

This could include routine contacts with your customers as well as 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.

The apprentice will provide service in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements.

The apprentice's customer interactions may cover a wide range of situations and can include; **face-to-face, telephone, post, email, text and social media**.

This programme is **fully customisable**.



## At a glance

- ✓ Induction & onboarding
- ✓ 5 Masterclasses
- ✓ Coaching sessions
- ✓ Regular reviews
- ✓ Online learning
- ✓ Unlimited support
- ✓ End point assessment



96%

The average feedback score that we receive for our training courses

# What Will Your Employees Improve?



Here's a high level overview of the knowledge, skills and behaviours taken from directly from the apprenticeship standards that your learners can expect to improve on this programme.

## Knowledge



- ✓ Knowing your customers
- ✓ 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
- ✓ Dealing with customer conflict and challenge

## Behaviours



- ✓ Developing self
- ✓ Open to feedback
- ✓ Team working
- ✓ Customer equality
- ✓ Personal presentation
- ✓ "Right first time"

## Did You Know...

Don't just think that this programme is suited to only retail staff or those handling calls. Anyone involved in providing a superior level of service to internal and external customers is suited to this apprenticeship. This includes most of us!

# Apprenticeship Programme Details



## Length Of Programme

This programme takes a minimum of 12 months to complete. We'll create a development schedule that aligns with your business requirements and availability of your people.



## 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.



## Need Maths & English Support?

Apprentices will be supported to develop and improve their English and maths skills prior to sitting their Functional Skills exams by our specialist functional skills trainers.



## Developing Knowledge, Skills & Behaviours

Achieved through a programme of masterclass workshops, tasks, activities and research. The masterclasses can be delivered face to face or online by our specialist trainers.



## Personalised Skills Coaching & Support

Learners will be required to demonstrate their skills, knowledge and behaviours in the work setting. This activity will be supported by one of our experienced skills coaches.



## End Point Assessment

Throughout their apprenticeship journey your apprentices will be given support to develop their understanding and approach to completing their end point assessment.

# Programme Structure

Designed in a way that will maximise the performance of each learner



Learning the theory of a topic is great but it's what the learner does to **embed the learning** and actually use it, that matters most. All **learning is reinforced** with ongoing coaching, online resources and off-the-job activity to bring it all to life. Each part of the programme supports the learner to apply their knowledge and skills via **INTENT – IMPLEMENT – IMPACT**.

✔ What did they plan to change? ✔ What did they change and how? ✔ What impact did it make?



## Onboarding & Induction

Initial workshop and event about the programme and how to get a high grade.



## Skills Individual Learning Plan

Creation of a pre-programme learning and development plan. Includes goal setting and actions.



## 5 x 1-Day Masterclasses

Practical and engaging. Can be classroom based or delivered virtually. Run by best in class trainers.



## Regular Coaching Sessions

One to one development with a designated skills coach. Covers skills and an assessment progress review.



## Digital Learning

To take in-between masterclasses and to help embed the learning. Self-study and in the flow of work resources.



## Off-The-Job Training

20% of the learner's total working hours is used for "off-the-job" learning and development activities.



## Ongoing Reviews

Held between the learner, employer and skills coach to monitor progress and to make any adjustments.



## Support & Help

Our designated skills coaches will always be on hand to help your learners throughout the programme.



## End Point Assessment

End of programme assessment. Consists of activities like observations, evidence, tests and discussions.



## Apprenticeship

Learners gain a pass, merit or distinction from their end point assessment based on their results.

# Customised Blended Programmes

Your programme will be unique and designed in a way that gets the best out of your people



We'll work with you to create a unique programme for each of your learners. This can include face to face training, LIVE webinars, online training, action learning sets, work based projects, coaching and microlearning.

Our solutions are flexible and focused on results. What's right for one client may not be the best approach for your people so we will work together to determine the best design of your programme to maximise the results.



**Face to Face Masterclasses**



**LIVE Virtual Workshops**



**Digital Learning**



**Coaching**



**Assessments**



**Self-Directed Learning**



**Action Learning Sets**



**Peer to Peer Coaching**



**Work Based Project**



**Flipped Classroom**

# Core Programme Of Masterclasses

Whether face to face or virtual, these 5 masterclasses underpin the programme



We don't provide "chalk and talk" courses delivered by the same trainer throughout. Instead, we create **engaging and practical masterclasses** where we use **best in class, hand picked specialist trainers, experts and guest speakers** to develop and deliver each workshop.

At the core of this programme are the following 5 masterclasses. Delivered either face to face in the classroom, as LIVE virtual sessions or blended.

- 1 Knowing Your Customer and Understanding the Organisation
- 2 Product and Service Knowledge and your Role and Responsibility
- 3 The Art of Communication and Interpersonal Skills
- 4 Meeting Regulations and Legislation
- 5 Systems and Resources



# Masterclass Overview

Here are the overall topics and areas covered within each masterclass.



The following topics will be covered before, during and after each masterclass and as part of the off-the-job learning.



## Masterclass 1

### Knowing Your Customer and Understanding the Organisation

- Understanding who your customers are
- Differences between internal and external customers
- Understanding the different needs and priorities of your customers
- Managing customer expectations
- Establishing the facts to enable you to create a customer focused experience
- Why is trust important and how to build it with your customers
- The purpose of your business and your brand promise
- Linking your core values to your service culture



## Masterclass 2

### Product and Service Knowledge and your Role and Responsibility

- Understanding what you offer and how you offer it
- How to keep up to date with your products and services
- Exploring the value of your role within the organisation
- Understanding your responsibilities in terms of customer service
- Understanding the impact of your actions on others
- Recognising the targets and goals you need to deliver against



## Masterclass 3

### The Art of Communication and Interpersonal Skills

- Exploring what effective communication actually means
- Verbal and non-verbal communication skills
- Creating a brand related 'tone of voice' in all communications
- Developing your questioning and listening skills
- How to determine customer needs and expectations
- How to build effortless rapport
- Creating a positive engagement and delivery with your customers
- How to handle challenging conversations and conflict

✓ Specialist Trainer   ✓ Engaging   ✓ Practical   ✓ Customised   ✓ Face to Face or Virtual

# Masterclass Overview

Here are the overall topics and areas covered within each masterclass.



The following topics will be covered before, during and after each masterclass and as part of the off-the-job learning.



## Masterclass 4 Meeting Regulations and Legislation

- Understanding appropriate legislation and regulatory requirements
- Health and safety requirements
- Equality and diversity requirements
- Understanding your responsibilities when dealing with customers
- Appreciating what internal policies and procedures you have
- Customer service policies and procedures
- Understanding your complaints and digital media policies
- GDPR that is relevant to your role and organisation



## Masterclass 5 Systems and Resources

- Understanding the systems and resources available to support the customer experience
- How to use systems, equipment and technology to meet the needs of your customers
- Understand and test types of measurement and evaluation tools available to monitor customer service levels
- The 360 degree customer experience and how to measure it
- How to use data and outcomes to improve the customer experience

✓ Specialist Trainer   ✓ Engaging   ✓ Practical   ✓ Customised   ✓ Face to Face or Virtual

# Progress Reviews & End Point Assessment



## Ongoing Reviews

As part of this programme your learners will receive regular coaching sessions. This will develop their knowledge, skills and behaviours further and also ensure that they're on track for passing the apprenticeship through tailoring the learning and development to each individual. Evidence of their development will be collated and stored within their e-learning account. This will allow their coach to review the skills and knowledge they have learnt and continually tailor their individual learning plan to their training needs.

## Gateway

Before each learner is able to progress to the End Point Assessment (EPA) both you (employer) and their coach will ensure that they have the sufficient levels of knowledge, skills and behaviours required to pass - this is known as Gateway.

Once everyone is in agreement that the learner is ready, they can then progress to the End Point Assessment.

## End Point Assessment

All apprenticeships contain a compulsory end of programme assessment which is called an End Point Assessment (EPA).



## Assessment

Assessment methods (or components of) can be:

- ✓ Observations
- ✓ Practical Assessments
- ✓ Tests
- ✓ Discussion
- ✓ Interview
- ✓ Presentation & questioning
- ✓ Project
- ✓ Evidence Portfolio
- ✓ Logbooks

# How Much Does This Apprenticeship Cost?

Customer Service Practitioner Level 2



**For Levy Employers**  
£3,500 per person



**For Non-Levy Employers (SMEs)**  
£175 per person  
(you receive 95% funding)

## Each learner receives

- ✓ Onboarding & Induction
- ✓ 5 x 1-Day Masterclasses
- ✓ Digital Learning
- ✓ Ongoing Reviews
- ✓ End Point Assessment
- ✓ Skills Individual Learning Plan
- ✓ Regular Coaching Sessions
- ✓ Off-The-Job Training
- ✓ Support & Help
- ✓ Apprenticeship



## Enquire today



0333 320 2883



enquiries@mtdtraining.com