

## 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



Select how you want your programme to run. Workshops, virtual, coaching, self-study or mix and match.

# Customer Service Practitioner

## Level 2 Apprenticeship

For Cohorts or Individual Learners

« 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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### Did you know?

We can run this as an in-house training programme for a cohort or we can use our eco-delivery model and run the programme completely through virtual training and virtual coaching enabling us to run the programme for individual learners.

# Apprenticeship Programme Overview



## Who Is This Programme For?

This programme is ideal for those looking to improve their customer service skills.

It's a perfect fit for those who need to **deliver a high level of customer service** either face to face or over the telephone.

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

## What Will You Learn?

This **12-month programme** covers all the **essentials of customer service excellence** ranging from understanding the customer experience and how to exceed expectations through to stellar communication and influencing skills.

The programme will enable all learners to **step into the shoes of their customers** to see the world according to them so they can tailor their approach and create a memorable experience.

The programme will cover all the **essential knowledge, skills and behaviours** that are required to be a successful customer service professional.



### At a glance

- ✓ Individual training needs analysis
- ✓ Monthly coaching sessions
- ✓ Role-based tasks and activities
- ✓ Online and blended learning
- ✓ Real-world projects
- ✓ Tangible outputs and impacts
- ✓ End Point Assessment



## Excellent

Rated Excellent by our employers

# How Is The Programme Delivered?

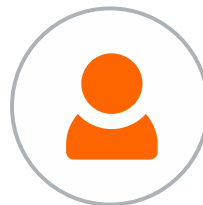


## We Offer 2 Delivery Routes



### Cohort Delivery

In-house, customised delivery for a number of you from the same company. Choose from face to face, virtual and online delivery methods.



### Individual Learner

Monthly 2 hour virtual training and coaching sessions for individual learners. Flexible, remote learning that is personalised to your role.

## Cohort Delivery Options Can Include



### 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

# What Will Learners Improve?



Here's a high level overview of the knowledge, skills and behaviours taken from directly from the apprenticeship standards that 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!

# Core Content Outcomes

Here are the overall topics covered across the programme.



## Learning Styles

- Informal and formal learning
- Learning styles models
- Learning agility



## Knowing Your Customers

- Understand who customers are.
- Understand the difference between internal and external customers.
- Understand the different needs and priorities of your customers.



## Understanding The Organisation

- Know the purpose of the business and what 'brand promise' means.
- Know your organisation's core values and how they link to the service culture.
- Know the internal policies and procedures.



## Communication & Interpersonal Skills

- Use appropriate communication skills, along with reinforcement techniques during non-facing customer interactions.
- Use a range of questioning skills, including listening and responding in a way that builds rapport.



## Customer Experience

- Customer Experience
- Understand how establishing the facts enable you to create a customer focused experience and appropriate response.
- Understand how to build trust with a customer and why this is important.



## Your Role & Responsibility

- Understand your role and responsibility within your organisation and the impact of your actions on others.
- Know the targets and goals you need to deliver against



## Personal Organisation

- Organising yourself
- Prioritising workload.
- Working to meet deadlines.



## Product & Service Knowledge

- Understand the products or services that are available from your organisation and keep up-to-date.



## Systems & Resources

- Know how to use systems, equipment and technology to meet the needs of your customers.
- Understand types of measurement and evaluation tools available to monitor customer service levels.



## 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.



## Dealing With Customer Conflict & Challenge

- Show you understand the customers point of view.
- Use appropriate signposting or resolution to meet your customers' needs and manage expectations.



## Meeting Regulations & Legislation

- Know the appropriate legislation and regulatory requirements that effect your business.
- Know your responsibility in relation to this and how to apply it when delivering service.

# 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.



## Practical Learning Events

These can consist of workshops, masterclasses, virtual training, action learning sets, projects or coaching.



## 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 learning events and to help embed the learning. Selfstudy 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.

# 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
- ✓ Customised Programme
- ✓ Digital Learning
- ✓ Ongoing Reviews
- ✓ End Point Assessment
- ✓ Skills Individual Learning Plan
- ✓ Regular Coaching Sessions
- ✓ Off-The-Job Training
- ✓ Support & Help
- ✓ Apprenticeship

### Duration

Typically, this programme will take 12 months.

### Eligibility

Learners 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 programme.



Education & Skills  
Funding Agency

**Enquire today**



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