Customised

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



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, selfstudy or mix and match.

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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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





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



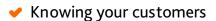
Flipped Classroom

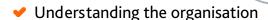
What Will Learners Improve?



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





- 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"



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

- Formal vs informal learning
- Learning styles and models
- Identifying your learning style



Knowing Your Customers

- **Customer expectations**
- Different customer types
- Building and managing customer relationships



Understanding The Organisation

- Business purpose
- Organisational values and culture
- Organisational policies



Product & Service Knowledge

- Systems, equipment and technology
- Features and benefits
- Updating and maintaining knowledge



Communication & Interpersonal Skills

- Effective communication
- **Transactional Analysis**
- **Building rapport**



Personal Organisation

- Prioritising and planning
- Using tools and techniques
- Responding to challenges and change



Personal & Professional Development

- Seeking constructive feedback
- Using feedback to develop skills
- Personal development planning



Team Working

- Consistent communication
- Sharing personal learning
- Presenting recommendations



Dealing With Challenging Customers

- Influencing skills
- Handling customer objections
- Resolving issues and conflict



Your Role In Customer Service

- Your impact on others
- Achieving targets and goals
- **Building trust with customers**



Personal Presentation

- Treating customers as individuals
- Dress code and personal presentation
- Using professional language



End Point Assessment Preparation

- Planning and preparation
- Practice and techniques
- One-to-one help and guidance

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 elearning 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 know 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).

Upon successful completion of the Customer Service Practitioner apprenticeship, learners will achieve a nationally recognised Intermediate Apprenticeship and will be eligible for Professional Membership with the Institute of Customer Service.



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.





Enquire today

