

Customer Service Practitioner Apprenticeship Standard



Bury College

What is an Apprenticeship?

An apprenticeship programme provides you with a direct insight into the industry you would like to progress your career in. You will enjoy earning a wage whilst gaining nationally recognised qualifications and training which helps to improve your career prospects.

Functional Skills are a vital part of the apprenticeship. They provide the essential knowledge, skills and understanding needed to operate confidently, effectively and independently. Functional Skills are available at Level 1 and Level 2 and the level the apprentice will work towards will depend on the previous qualifications achieved, the results of an assessment prior to the apprenticeship and the requirements of the apprenticeship they are completing.

As an apprentice, you must spend a minimum of **20% of your employed time** completing off-the-job training as part of your working week. This is paid learning to be undertaken in the workplace or in college, training may include:

- The teaching of theory at college
- Online learning e.g. webinars /blended learning
- Practical training
- Shadowing and mentoring
- Time spent writing assessments/assignments

Role Profile

The role of the Customer Service Practitioner is to deliver high quality products and services to the customers of their organisation, from your workplace, either digitally or through going out into the customer's locality. The services provided for your customers could include 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.

Customer interaction may cover a wide range of situations and can include face-to-face, telephone, post, email, text and social media. Your actions will influence the customer experience and satisfaction within the organisation and should demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge.

Knowledge, Skills and Behaviours

All Customer Service Practitioners will be required to show the following skills knowledge and behaviours: Knowing your customers and understanding your organisation, understanding the products and services of your organisation, meeting regulations and legislation, knowing your role and responsibility, understanding the

customer experience and your organisations systems and resources, interpersonal skills, communication and influencing skills and dealing with customer conflict and challenge.

Delivery Model

As an apprentice, you will attend college for planned workshops. If required, you will also attend functional skill maths and English classes.

A dedicated and qualified Learning and Skills Coach will visit the workplace on a regular basis, supported by a workplace mentor to assist your progress. An electronic portfolio will be used to support the gathering of skills, knowledge and behaviour evidence so that you can then progress to the gateway to complete your end point assessment.

End point assessment (EPA)

You will access the end point assessment following agreement from your employer and Learning and Skills Coach. The end point assessment will consist of the following three stages:

- Showcase portfolio to be gathered and presented to the EPA for assessment.
- A practical observation
- A professional discussion

Over to you!

Start researching your customer service career now by visiting the following link:

<https://www.instituteofcustomerservice.com/>

Task 1

What is customer Service?

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The Oxford dictionary definition is '*The assistance and advice provided by a company to those people who buy or use its products or services.*'

Task 2

List some customer service roles that you have had experience with in your daily life and identify examples of when the service has been good or poor and why.

What did the person say?

What did they do?

How did you feel?

Role	Good	Poor

Task 3

Being able to read body language is a vital part of delivering excellent customer service.

Look at the pictures opposite and match the picture with the statement

"Go away I don't want to talk to you"



"That's very interesting?"



"I am really unhappy about....."

"Thank you that looks lovely"



Task 4

Test your Customer Service knowledge:

To develop a good relationship with your customer you should:

- Be polite and maintain eye contact
- Tell them you don't care
- Advise them to return at another time.
- Look the other way

To establish a rapport with your customer on the telephone do you:

- Tell them you don't have time
- Listen carefully to their request and smile
- Pass the call through to somebody else
- Hang up

A customer complains to you about a product, do you:

- Tell them to come back tomorrow
- Say you don't know what they are talking about
- Advise the company is closed
- Offer to help

What does CRM stand for:

- Customers rarely matter
- Customer relationship management
- Can't remember much
- Corporate record management

Task 5

Name the following brands:



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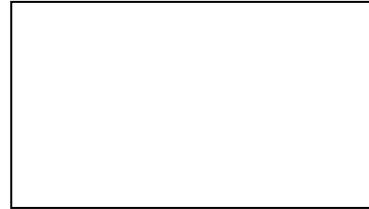


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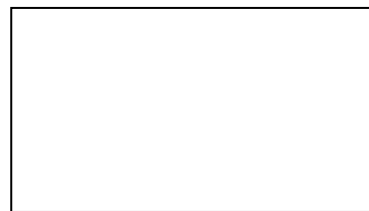
Task 6

Draw the following brand logos:

Volkswagen



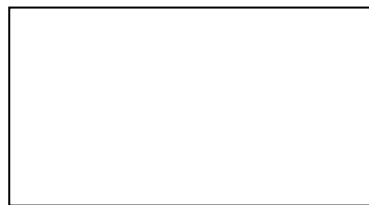
McDonalds



Amazon



Adidas



Apple



Shell

