



# Customer Service Practitioner

Course Duration / 12 Months Level 2

Apprenticeship Standard

Providing Customer service products and services for businesses and other organisations including face-to-face telephone, digital and written contact and communications.

## Course Overview

The role of a **customer service practitioner** is to deliver high quality products and services to the customers of their organisation. Your core responsibility will be to provide a high quality service to customers which will be delivered from the workplace, digitally, or through going out into the customer's own locality.

\* These may be one-off or routine contacts and 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**.

\* You may be the **first point of contact** and work in any sector or organisation type.

\* Your actions will **influence the customer experience** and their satisfaction with your organisation.

\* You will **demonstrate excellent customer service skills** and behaviours as well as product and/or service knowledge when delivering to your customers.

\* You provide service in line with the organisation's **customer service standards and strategy** and within appropriate regulatory requirements.

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



Education & Skills  
Funding Agency



## Contact Us

**Telephone Number**

0845 223 5020

**Website**

[www.apprenticeship-centre.co.uk](http://www.apprenticeship-centre.co.uk)

**Email Address**

[info@apprenticeship-centre.co.uk](mailto:info@apprenticeship-centre.co.uk)



# Customer Service Practitioner Course Content

## Knowledge

- \* Understand who your customers are and the difference between internal and external customers.
- \* Know the purpose of the business and what "brand promise" means and culture.
- \* Know your appropriate legislation and regulatory requirements that affect your business.
- \* Know how to use systems, equipment and technology to meet the needs of your customers.
- \* Understand your role and responsibility within your.
- \* Understand how establishing the facts enable you to create a customer focused experience.
- \* Understand the products or services that are available from your organisation and keep up-to-date.

## Skills

- \* Use a range of questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations and achieves positive engagement and delivery.
- \* Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or
- \* Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions.
- \* Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation.
- \* Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines.
- \* Demonstrate patience and calmness.

## Behaviours

- \* Adopts an approachable and friendly manner, interacting with customer in the styles of the business.
- \* Takes an active interest in the range of products and services offered.
- \* Works with integrity in an honest and trustworthy manor.
- \* Demonstrates adaptability and flexibility in own performance
- \* Shows an organised and committed approach, with a positive attitude.
- \* Takes ownership and responsibility for own performance, is diligent and accurate.
- \* Supports equality and diversity in the workplace.
- \* Uses appropriate personal, protective equipment and operates machinery safety and effectively.