

Customer Service Practitioner

LEVEL 2



This programme has been designed to develop a learner's customer service skills and help them recognise the impact their role has in fulfilling customer expectations.

Introduction to the course

Excellent customer service is the aim of any type of business. Whether the interaction is delivered face-to-face, over the telephone or via email, text or social media, an individual's actions will influence the customer experience and enhance their opinion of your organisation. This makes customer service skills one of the most valuable assets learners can acquire.

This programme has been designed to develop a learner's customer service skills and help them recognise the impact their role has in fulfilling customer expectations, ensuring repeat business and enhancing your organisation's core values.

Learner outcomes

Learners will gain an understanding of your organisation's policies, any legislation that affects your business and company procedures including complaints processes and digital media policies.

Completion of this programme will develop practical skills that will enable learners to:

- Communicate effectively with customers face-to-face, over the phone or online.
- Build rapport with your customers to develop profitable relationships.
- Align the features and benefits of your product or service to meet your customer's needs.
- Promote your organisation's brand values and USPs.
- Resolve customer service issues.
- Evaluate customer service delivery by gathering stakeholder feedback to identify and suggest improvements.

Assessment

Once the business is confident that all the requirements have been met, the learner will progress to the End-Point Assessment, which comprises of an apprentice showcase, practical observation and professional discussion.

A good fit for

Those looking for an entry level route into a customer service position, such as a Customer Service Assistant or Customer Service Representative.

What's next?

Learners can choose to progress to the Customer Service Level 3 apprenticeship or seek employment in a customer service role. Completion of this apprenticeship enables learners to join the Institute of Customer Service as an individual member at professional level.

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Course overview



Start Date
Flexible



Level
2



Duration
12 months + 3 months EPA



Delivery
Blended



Assessment
On-Programme and End-Point Assessment



Qualification
Customer Service Practitioner Level 2

Customer Service Practitioner

LEVEL 2

unlocking potential
delivering personalisation
enhancing performance



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Blended Delivery Model

