



APPROVED  
CENTRE

City  
Guilds

## Level 2 Customer Service Practitioner

This programme is suitable for those working within a customer focused role and providing a high quality service to customers which is delivered from the workplace, digitally, or through going out into the customer's own locality.

**A typical job role is likely to 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.**

Learners will need to demonstrate excellent customer service skills and behaviours as well as product and / or service knowledge. Programme content includes:

- Understanding the difference between internal and external customers
- Understanding what 'brand promise' means
- Knowing what core values are and how they link to the service culture
- Relevant legislation and regulatory requirements

- How to monitor customer service levels using measurement and evaluation tools
- How to build trust with a customer
- Managing customer expectations
- Communication skills

### Benefits for Learners

1. Develop a range of essential skills they can apply in their work place
2. Understanding of customer service theories to support their practice
3. Confidence in dealing with customers and providing them with a quality experience

## Duration

Typical duration to gateway - 12 months (this does not include EPA period).

## Benefit to the Business

1. A motivated and productive team
2. Qualified staff that understand the importance of excellent customer service
3. Increased sales and improved customer satisfaction

## Commitment

20% of a learner's contracted hours must be given to support the completion of the programme. Tutor led sessions are a mandatory part of the course along with any other learning activities set by the assessor or tutor. Maths and English may need to be undertaken in addition to the main qualification depending on previous attainment in these areas.

It is likely that the learner will be required to undertake research, reading and write ups to support their learning. The programme requires 100% commitment from the learner & employer to ensure successful completion.

## Delivery

Our blended approach means that our programmes are flexible and enable apprentices to experience a range of learning and support opportunities in a variety of formats such as online or at a local ACL centre. The apprentice will have a dedicated tutor who they will meet (online or face to face) once a month who will guide them through their apprenticeship and prepare them for their End Point Assessment. Reviews of progress are carried out every 12 weeks with the learner, their line manager and the tutor. Additional workshops and seminars will be available to all learners to support additional learning and the 20% off job learning requirement.

## End Point Assessment (EPA)

End Point Assessment (EPA) takes place at the end of the apprenticeship programme and is a comprehensive holistic assessment of the skills, knowledge and behaviours required as laid out in the apprenticeship standard. It is made up of:

**Apprentice Showcase (65%)** - apprentices will reflect and present examples of their development over the whole on-programme period

**Practical observation (20%)** – this is pre-planned and scheduled to take place in the apprentice's normal place of work. It will be carried out by an Independent Assessor and will last for 60-90 mins. The observation will enable the apprentice to evidence their skills, knowledge and behaviours as described in the apprenticeship standard.

**Professional Discussion (15%)** – this will be a structured discussion between the apprentice and the Independent Assessor and follows on from the practical observation. It will establish the apprentice's understanding and application of knowledge, skills and behaviours. The professional discussion will need to take place in a suitable environment and will last for a maximum of one hour.

If the result is a fail then a resit will be agreed with both learner and employer.

## Entry Requirements

Applicants must:

- Be a working within a Customer Service Role
- Achieve the required level of Maths and English as part of the apprenticeship if a recognised qualification is not already held
- Not hold a similar qualification
- Be employed and have the support of their employer to undertake the programme

## Application Process

Applicants will:

- Complete an application form
- Undertake an Initial Assessment test that includes Maths and English
- Have an interview with an ACL team member to assess suitability and eligibility

Employers will:

- Sign a contract with ACL
- Consent to a health and safety checklist to be completed by an ACL team member

## Contact

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