

# Customer Service Practitioner level 2 apprenticeship

## A funded skills development programme for customer service advisors

You can use your Apprenticeship Levy or 90% government co-investment funding to raise the skills levels of your existing and new customer service staff to deliver world-class service to your customers.

## A gold-plated programme

The National Logistics Academy is one of the first providers to develop an apprenticeship programme based on the employer designed apprenticeship standard. It is a programme designed to deliver professional, highly capable staff that will be a real asset to your business. Apprentices will learn:

- Customer service principles and practices – customer experience and feedback, internal and external customers, needs and priorities, targets and goals and right first time
- Business principles and practices – brand promise, core values, complaints process, internal policies and legislation and regulatory requirements
- Customer service skills – building rapport and trust, conflict management and influencing and reinforcement techniques
- Communications – interpersonal, tone of voice and verbal and non-verbal communications
- Presentation – dressing appropriately and using positive and confident language
- Using customer service tools and resources to meet customer needs and measure, monitor and evaluate customer service levels

## Government funding

Larger businesses can use their Apprenticeship Levy to fund the full apprenticeship. Smaller businesses can access government funding for 90% of the training costs. Either way you are getting a fantastic training package with little or no impact on your training budget!

## National delivery

This apprenticeship programme is delivered throughout the UK by members of The National Logistics Academy.



## Key features of the Customer Service Practitioner apprenticeship:

- 12 months minimum duration
- English and maths functional skills training
- On the job practical training
- 20% off-the-job training including 12 structured learning sessions providing the underpinning knowledge and key skills
- Reflective diary
- Monthly reviewer coaching sessions
- In-company mentor support
- End point assessment

See overleaf for an example 12-month timetable

## Example Customer Service Practitioner apprenticeship programme outline

The programme embeds the knowledge, skills and behaviours required to become a highly effective customer service advisor. The training programme features 12 off-the-job structured learning sessions delivered at an Academy centre close by or on-site at your premises.

The example timetable below can be flexed to meet specific employer requirements.

### Month 0 – pre-apprenticeship

- Job application, sifting and selection, short-listing
- Assessment day – including English/maths skills
- Job offer, contract of employment
- Assignment to mentor

### Month 1 – understand your organisation

- Company on-boarding, job role and objectives
- Programme on-boarding – equipped for success
- Learning session 1: understand your organisation
- Functional skills introduction
- Job specific training – know your products

### Month 2 – knowing your customers

- Learning session 2: knowing your customers
- Learning session 3: meeting regulations and legislation
- Job specific training – customer needs and expectations
- Functional skills

### Month 3 – personal development

- Learning session 4: personal development
- Job specific training – know your targets and goals
- Functional skills
- Milestone review 1 – achieve competency in products

### Month 4 – communication and interpersonal skills

- Learning session 5: communication skills
- Learning session 6: SARAH feedback
- Learning session 7: interpersonal skills
- Job specific training – communication skills
- Functional skills
- Moderated observation 1

### Month 5 – team building

- Learning session 8: team building
- Job specific training – interpersonal skills



- Functional skills

### Month 6 – personal organisation

- Learning session 9: personal organisation
- Job specific training – time management
- Milestone review 2 – achieve competency in policies

### Month 7 – dealing with customer conflict and challenge

- Learning session 10: dealing with conflict and challenge
- Job specific training – complaint handling
- Moderated observation 2

### Month 8 – evaluating customer service levels

- Learning session 11: evaluating customer service levels
- Job specific training – evaluation tools
- Professional discussion

### Month 9 – presentation skills

- Learning session 12: presentation skills for showcase
- Milestone review 3 – achieve all-round competency
- Professional discussion

### Month 10

- Mentor assessment
- Moderated observation 3

### Month 11

- Mock practical EPA

### Month 12 – Gateway review

- Final moderated assessment
- Milestone 'Gateway' review 4

### Month 13 – End Point Assessment

- End Point Assessment and graduation