

**IMPACT
FUTURES**

**Kent
County
Council**
kent.gov.uk



impactfutures.co.uk

kent.gov.uk

Level 2 Customer Service Practitioner

Providing valuable customer service
to achieve key objectives

Customer service practitioner apprenticeship standard

This level 2 apprenticeship training programme develops the skills, knowledge and behaviours required to effectively liaise with customers, providing essential information which supports sales, customer service and complaints teams in achieving key objectives.

After completion of this programme, you can join the Institute of Customer Service as an individual member at professional level. You can then progress onto either our Level 3 Team Leader/Supervisor or Customer Service Specialist apprenticeship programmes.

Entry requirements

You must have been a UK, EEA, or EU resident for at least the past three years to undertake this training programme.

In addition, you must be able to commit to the full length of the programme, and be able to meet the programme modules through your job role.

If you do not have a level 2 or equivalent in Maths and English, you will be required to work towards achieving these qualifications as part of your apprenticeship.

What is the duration and how will you learn?

Over the duration of 16 months, you will receive a combination of face-to-face and online training and support.

You will undertake an online assessment that will help us to understand your learning style and needs, then we will tailor your learning experience accordingly.

We ensure that you stay on track to complete your programme on time by managing your progress through our state-of-the-art e-portfolio system, Aptem.

Off the job training

As part of the apprenticeship, alongside your job role, a **minimum of 6 hours per week** of your time in work must be dedicated to improving new skills, knowledge and behaviours.

This can be any time devoted to learning and improving new skills, knowledge and behaviours without interruption, and can include:



Online teaching



Digital learning resources



One to one tuition



Workplace assessment

End-point assessment

Learnt knowledge, skills and behaviours will be assessed by an independent assessor in your end-point assessment (EPA). This typically involves elements such as:



Apprentice showcase

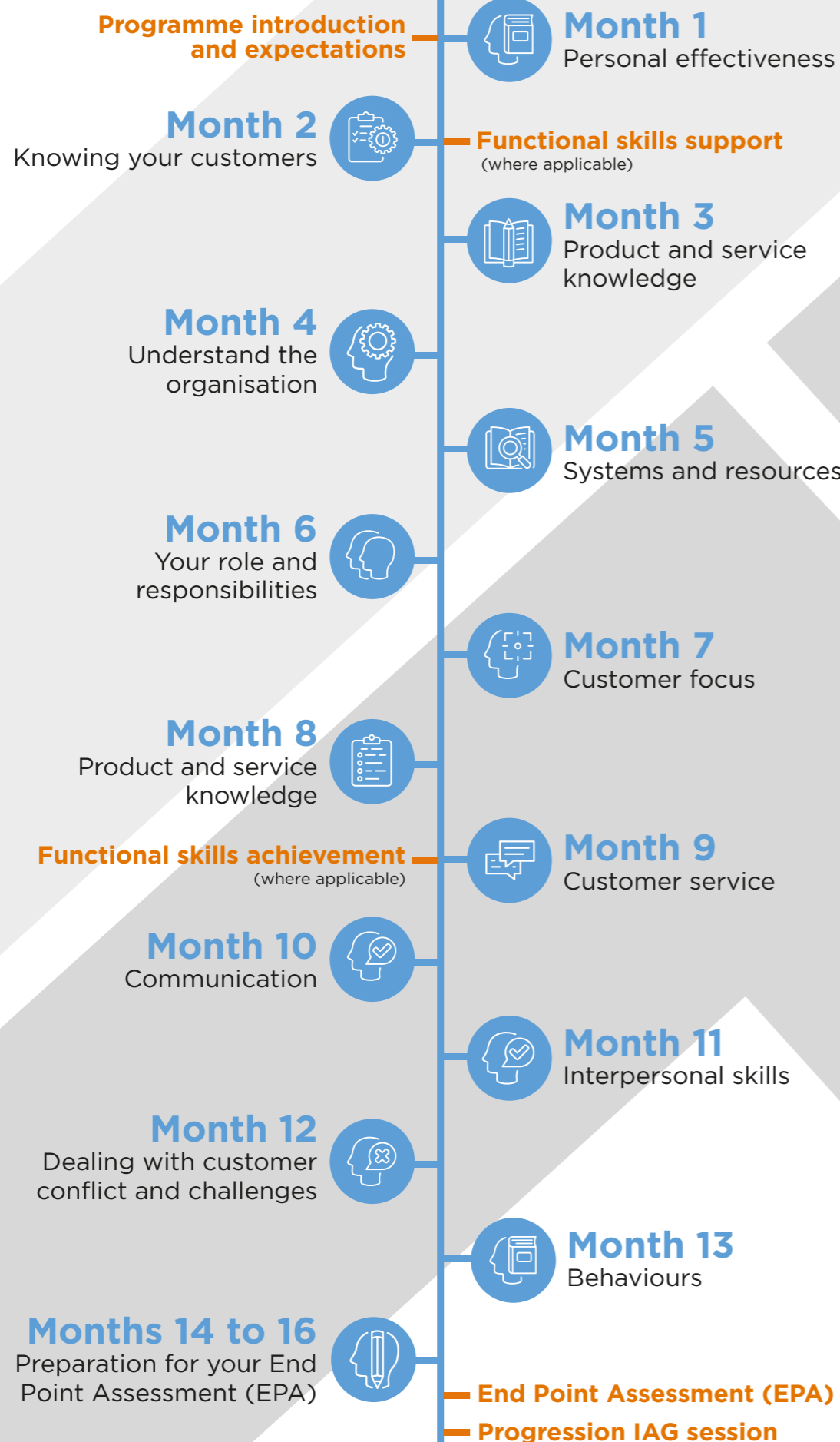


Professional discussion



Practical observation

Your apprenticeship journey



Achievement

You will learn how to:

Know your customer and organisation

- ✓ Know the purpose of the business and what 'brand promise' means
- ✓ Link your organisation's core values to its service culture
- ✓ Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation
- ✓ Understand the difference between internal and external customers
- ✓ Manage expectations based on the different needs and priorities of your customers, adapting your style to be highly effective

Deliver a positive customer experience

- ✓ Create a customer-focused experience and appropriate response by establishing the facts
- ✓ Build trust with a customer and understand the importance of doing so
- ✓ 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
- ✓ Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation

Get it right first time

- ✓ Use communication behaviours that establish clearly what each customer requires and manage their expectations
- ✓ Take ownership from the first contact and then take responsibility for fulfilling your promise
- ✓ Demonstrate personal pride in the job through appropriate dress and positive and confident language
- ✓ Act on and seek feedback from others to develop or maintain personal service skills and knowledge
- ✓ Demonstrate patience and calmness
- ✓ Understand the products or services that are available from your organisation and keep up-to-date

The 5 pillars of wider learning

Sustainability



Sustainability is about protecting the future of our environment.

Why do we need to learn about sustainability within an apprenticeship?

Through learning about the world and how to best keep it sustainable, you can be encouraged to safeguard and enhance our natural resources.

Developing your attitudes and behaviours to be more environmentally conscious, you can protect the future of our environment.

CIAG



CIAG provides us with careers information, advice, and guidance.

Why is the support of CIAG important within an apprenticeship?

To be inspired, as a learner, to be proactive and to believe in your ability to achieve your aspirations.

This support will help you learn about career pathways available to you, and will:

- Increase your knowledge about the world of work
- Inspire you to succeed
- Improve your social mobility and life chances
- Help you make informed decisions

Cultural capital & personal development



Cultural capital and personal development is about boosting your employability and work and life skills.

Why do we need to understand cultural capital and personal development within an apprenticeship?

Learning about real-life situations and navigating through them will provide you with essential knowledge, that you may need to ensure future success.

This can include: resilience, confidence, time management, finance management, and much more- all important work, behaviour, attitude, and life skills.

British values, safeguarding & prevent duty



We have a responsibility to keep learners safe during their learning, but we are also responsible for what happens beyond that, too.

British values:

As our learner, you should understand: your right to make safe choices; the rule of law is there to protect you; you should be respected for who you are (regardless of age, race, gender and background); and you live in a democracy allowing you to be involved in decisions that protect you.

Safeguarding:

We can ensure that you are supported by the right people at the right time.

Prevent duty:

We can recognise when targets are preyed upon by extremists and we act, report and get help to stop their recruitment.

Equality, diversity & inclusion



Promoting equality, diversity and inclusion entails fair treatment and equal opportunities for all learners.

The impact of embedding these integral areas into your learning programme means that you will be more aware of your social responsibility to protect the vulnerable in our wider society. This will enable an inclusive mindset in your work and home life, as you develop and grow in your career.

Understanding how to protect those in our society from abuse and extreme idealisms, will further enable our future living and working lives becoming safer and fairer.

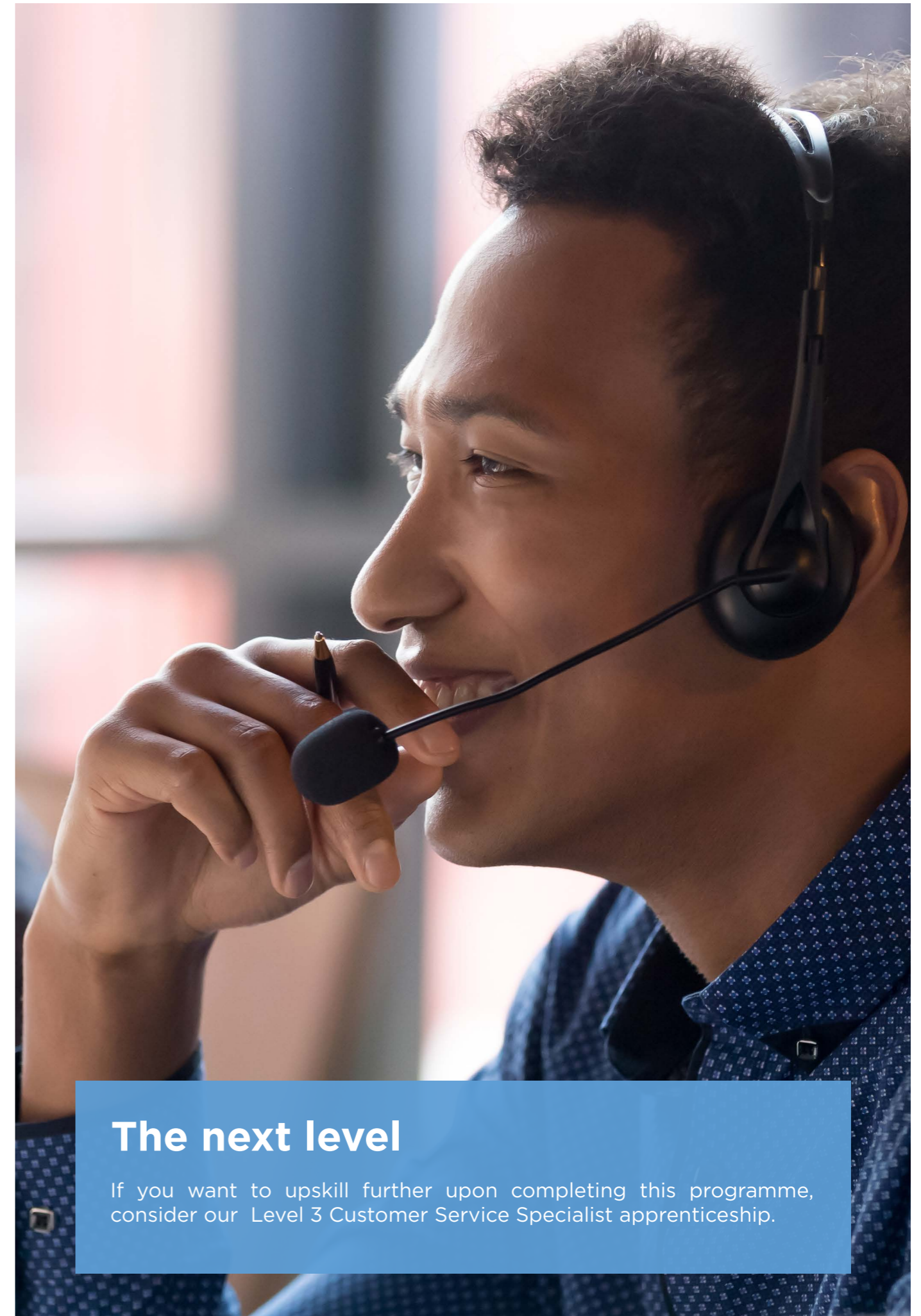
Making an impact, now and in the future

Your career is a path, not a programme. We want to understand your career goals for the future now, so that we're best placed to assist, guide and inform you on your options.

Where do I see myself in my career in 12 months?

What support do I need to get there?

What targets and milestones can I set now to aid me in achieving this?





Make an impact

We're all about making an impact, be that individuals making an impact through their day-to-day work, or by organisations making their impact on our economy.

As a national training provider, we make this impact throughout the UK, with expertise in childcare, healthcare, clinical and business skills apprenticeships.

01753 596 004 | info@impactfutures.co.uk

