



Customer Service Practitioner Level 2

Seetec
OUTSOURCE



Customer Service Practitioner

Programme overview

Level: 2

Duration: Approximately 15 months
(including end-point assessment)

Who is the programme suited to?

This apprenticeship would suit someone working in a customer-facing role, with responsibility for delivering a high-quality customer experience in any sector or organisation type. Typical duties could include dealing with orders and payments, offering guidance and support, meeting and greeting, fixing problems, after care or measuring customer satisfaction.

The programme builds the specialist knowledge and skills needed to influence the customer experience and their satisfaction with your organisation. Learners will develop important customer service skills and behaviours alongside product/service knowledge, enabling them to effectively handle a range of customer interactions, whether face-to-face, on the phone, by post, email or text, or through social media.

TYPICAL JOB ROLES

- Customer service advisor
- Sales executive
- Receptionist
- Call centre agent
- Junior account executive



Key learning outcomes

Knowledge

- The needs and priorities of customers
- Up-to-date product and service knowledge
- The difference between internal and external customers
- Understanding the purpose of your business and 'brand promise'
- Knowing the organisation's core values
- Internal policies and procedures
- Legislation and regulatory requirements
- Systems, equipment and technology
- Measurement and evaluation tools

Skills

- Using effective questioning skills
- Determining customer needs and expectations
- Building rapport
- Using appropriate verbal and non-verbal communication skills
- Using reinforcement techniques to confirm understanding
- Using appropriate 'tone of voice' to reflect the organisation's brand
- Using appropriate influencing skills
- Dealing with customer conflict and challenge
- Personal organisation

Behaviours

- Takes ownership for keeping product and service knowledge up to date
- Open to feedback
- Committed to team working
- Treats all customers as individuals
- Upholds the organisation's core values and service culture
- Adheres to dress code and uses appropriate, professional language
- Takes a 'right first time' approach to customer interactions

Learner journey

This is an example learner journey and the timeline for completion may vary. The apprenticeship development coach (ADC) and the employer will agree when the learner is ready to be submitted to gateway for end point assessment (EPA).





Programme delivery

Apprentices follow a personalised learning plan tailored to their organisation and role. Supported by an experienced development coach, they undertake a range of 'blended learning' activities that can usually be completed in the workplace.

Blended learning activities could include:

- Facilitated workshops
- E-learning
- 1-2-1 coaching
- Self-directed learning
- Collaborative learning
- Research
- Industry visits
- Work shadowing
- Mentoring
- Assignments

All apprentices need to demonstrate that they have achieved a level 1 and are working towards a level 2 in English and maths before they can proceed to end-point assessment.

Learners who have not yet achieved a level 2 (or equivalent) in English and maths will be supported by a functional skills tutor to ensure they meet the minimum requirements for certification.

Why Seetec Outsource?

Part of the employee-owned Seetec group, we're one of the UK's leading providers of employment and training. We have more than 35 years' experience helping businesses and individuals to unlock potential through high-quality apprenticeships, skills training and work-based learning programmes across a range of sectors and occupations.

Our approach is consultative and we aim to be partners in our clients' success. We work closely with employers to gain an understanding of organisational objectives and workforce learning and development needs, helping them to select the right training solutions for their business. We then design and deliver programmes tailored to the needs of the organisation and the learners we support, with a focus on ensuring programme outcomes can be evidenced through improved practice in the workplace.

We also bring an energy and positive attitude that stems from our employee-owned status. Every Seetec colleague is encouraged to innovate, strive for excellence and take responsibility for their overall contribution to the business. These are values that we instil throughout our work.

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