

The Swarm Training Programme

Customer Service Practitioner

Level 2



This apprenticeship develops the skills and competencies in providing first point of contact customer service.

The Programme

The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. Your core responsibility will be to provide a high quality service to customers which will be delivered from the workplace, digitally, or through going out into the customer's own locality.

These may be one-off or routine contacts and 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. You may be the first point of contact and work in any sector or organisation type.

Your actions will influence the customer experience and their satisfaction with your organisation. You will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to your customers.

You provide service in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements. Your customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

Level: Level 2

Duration: 12 Months of learning plus up to 12 weeks of End Point Assessment Process.

Delivery Model:

- Hybrid of classroom workshops and remote webinars (depending on number of learners).
- One on One monthly mentoring and tutoring sessions to support in application of knowledge, skills and behaviours.

The Standard

Apprenticeship standards are based on occupational standards. An occupational standard is a short and concise document that describes what someone who is competent in the occupation normally does – ‘duties’, and the ‘knowledge, skills and behaviours’ (KSBs) required to carry out these duties competently; along with any qualifications that must be taken and alignment with professional recognition if applicable.

Knowledge

Knowing your Customers

- Understand who customers are.
- Understand the difference between internal and external customers.
- Understand the different needs and priorities of your customers and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective.

Understanding the Organisation

- Know the purpose of the business and what ‘brand promise’ means.
- Know your organisation’s core values and how they link to the service culture.
- Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation.

Meeting Regulations and Legislation

- Know the appropriate legislation and regulatory requirements that affect your business.
- Know your responsibility in relation to this and how to apply it when delivering service.

Systems and Resources

- Know how to use systems, equipment and technology to meet the needs of your customers.
- Understand types of measurement and evaluation tools available to monitor customer service levels.

Your Role and Responsibility

- Understand your role and responsibility within your organisation and the impact of your actions on others.
- Know the targets and goals you need to deliver against.

Customer Experience

- Understand how establishing the facts enable you to create a customer focused experience and appropriate response.
- Understand how to build trust with a customer and why this is important.

Product and Service Knowledge

- Understand the products or services that are available from your organisation and keep up-to-date.

Skills

Interpersonal Skills

- 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.

Communication

- Depending on your job role and work environment:
- Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or.

- Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions.
- Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand.

Influencing Skills

- Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation.

Personal Organisation

- Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines.

Dealing with Customer Conflict and Challenge

- Demonstrate patience and calmness.
- Show you understand the customer's point of view.
- Use appropriate sign-posting or resolution to meet your customers needs and manage expectations.
- Maintain informative communication during service recovery.

Behaviours

Developing Self

- Take ownership for keeping your service knowledge and skills up-to-date.
- Consider personal goals and propose development that would help achieve them.

Being Open to Feedback

- Act on and seek feedback from others to develop or maintain personal service skills and knowledge.

Team Working

- Frequently and consistently communicate and work with others in the interest of helping customers efficiently.
- Share personal learning and case studies with others, presenting recommendations, and improvement to support good practice.

Equality – Treating all Customers as Individuals

- Treat customers as individuals to provide a personalised customer service experience.
- Uphold the organisations core values and service culture through your actions.

Presentation – dress code, professional language

- Demonstrate personal pride in the job through appropriate dress and positive and confident language.

“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.

Delivery Timeline

Phase 1: On Programme Training and Learning

Developing the Knowledge

The knowledge training is primarily delivered via monthly virtual classroom workshops & webinars (where multiple people in an organisation are enrolled) or 121 via tuition. The content of this is based on the main knowledge outcomes above that provide a depth of understanding for the skills.

Employer collaboration/involvement is key to supporting some of the workshops/content as many will need to be bespoke to meet the employer specifics.

Resources and learning materials are provided.

Skills development and Portfolio Building

Evidence to demonstrate the performance of knowledge, skills and behaviours will be supported via 121 tuition and mentoring with evidence collected via our E portfolio system.

The development of the skills aims will be done throughout the programme and evidence of performance will be gathered to create a showcase portfolio required by the End Point Assessment.

Reviews

Every twelve weeks the tutor will conduct a progress review with the learner and line manager to support in keeping the progress on track, identify any issues and plan the next phase of collaborative learning.

English & Maths

Apprentices without level 2 English and maths will need to achieve this level prior to taking the End-Point Assessment. For those with an education, health and care plan or a legacy statement, the apprenticeship's English and maths minimum requirement is Entry Level 3.

A British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL.

Phase 2: Gateway and End-Point Assessment

Gateway

When all learning has been completed and evidence in the portfolio has been gathered, the next process is to conduct the Gateway review. The gateway review is when the learner, employer and provider agree the learners readiness to progress to End point Assessment.

EPA Gateway Requirements

Completion of the off-the job learning components of the programme.

Confirmation from the employer that the apprentice is ready. It is recommended that the training provider is consulted by the employer to inform the decision.

Apprentices without Level 2 English and maths will need to achieve this level prior to taking end-point assessment. For those with an education, health and care plan or a legacy statement the apprenticeships English and Maths minimum requirement is Entry Level 3 and a British Sign Language qualification is an alternative to English qualifications for those whom this is their primary language.

Completion of a portfolio of evidence

The End-Point Assessment Process

The EPA consists of 3 distinct assessment methods.

1. Apprentice Showcase
2. Professional Discussion
3. Practical Observation

The EPA must be completed within a 20-week period, after the apprentice has met the EPA gateway requirements.

Assessment methods can be completed in any order, allowing EPAOs flexibility in scheduling and cost-effective allocation of resources.

EPAOs must ensure that each assessment method is scheduled for an apprentice within their maximum 20-week EPA period. It is recommended that the professional discussion and examination components be completed on the same day however this is not a requirement. The full details of the end assessment plan can be found on institute of apprenticeships website.

Employer Support:

- Dedicated Senior Account Manager
- Quarterly Cohort Reviews with Senior Account Manager
- Employer Showcase in Swarm media and news
- Access to view Learners progress via our E-portfolio

For more information please don't hesitate to contact us.

Email: enquires@swarmgroup.org.uk

Phone: 0800 086 8199

Costs:

Full Apprenticeship Cost Per Learner: £3500
(Maximum Funding Band)