



cqm training & consultancy



Customer Service Practitioner

The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. Customer service 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.

Providing customer service products and services for businesses and other organisations including face-to-face, telephone, digital and written contact and communications

This apprenticeship is perfect for those whose actions will influence the customer experience and their satisfaction with the organisation. They will demonstrate excellent customer service skills as well as product and/or service knowledge when dealing with customers, always working in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements.

Customer Service Practitioners will gain the skills, knowledge and behaviours to:

- **Know their customers:** Understand who customers are, understand the difference between internal and external customers, understand the different needs and priorities of their customers and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective.
- **Understand the organisation:** know the purpose of the business and what 'brand promise' means, know the 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 them and the organisation.
- **Meeting regulations and legislation:** know the appropriate legislation and regulatory requirements that affect the business, know their 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 their customers, understand types of measurement and evaluation tools available to monitor customer service levels.
- **Role and responsibility:** understand their role and responsibility within the organisation and the impact of their actions on others, know the targets and goals they need to deliver against.
- **Customer experience:** understand how establishing the facts enable them 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 the organisation and keep up-to-date.

Level of Delivery:
L2

Funding Band:
£3500

Optional Qualification:
N/A

Minimum Entry Requirements:
**English GCSE E (2) /
FS Entry Level 3
Maths GCSE E (2)
/FS Entry Level 3**

Programme Duration:
12-14 months

Route:
Apprenticeship Standard

Delivery Location:
**Blended onsite and online
instructor led**

Sectors:
Pan Sector

End Point Assessment:
**Apprentice showcase,
practical observation,
professional discussion**



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Value Added Delivery

Measurable Impact: Each project will be defined, qualified and approved within a Profit Improvement Plan (PIP), agreed with you in advance. The PIP is a great management tool and clearly demonstrates the progress of each project using DMAIC and a RAG rating.

Mentors: We can help identify, and advise on a suitable Mentor within your organisation. We are able to provide coaching to the nominated Mentor so that they fully understand their role and what will be required of them, but also understand the guidelines within which they operate and to whom they report.

Company Values: CQM T&C are experienced at mapping company values into the delivery of an apprenticeship programme, and completely understand the importance of doing so, to ensure the programme instils the right behaviours and culture on-site.

Typical outcomes for a Customer Service Practitioner

- Ability to take ownership for keeping their service knowledge and skills up-to-date. Consider personal goals and propose development that would help achieve them.
- Act on and seek feedback from others to develop or maintain personal service skills and knowledge.
- 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.
- Treat customers as individuals to provide a personalised customer service experience. Uphold the organisations core values and service culture through their actions.
- Demonstrate personal pride in the job through appropriate dress and positive and confident language.
- 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 their promise.

Contact us today for more information

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