



Learn
PLUS US

Level 2

**Customer Service
Practitioner**

Apprenticeship

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Customer Service Practitioner

LEVEL 2

This apprenticeship trains you to provide excellent customer service and can be applied to hundreds of job roles across many different sectors.

Apprentices working towards this level are likely to be in the following roles:

- Customer service trainee
- Assistant
- Representative
- Agent

The duties of the apprentice will vary across the business type they are working in, but they will be making sure that customers are dealt with in a positive, reliable and pleasant way – whether that's by offering advice, answering questions or handling complaints.

ENROLMENT TIMELINE

Learn Plus Us believe in “right learner, right course”. By that we mean it is crucial that all apprentices are accurately matched to an apprenticeship programme that suits their job description, their prior learning and ability to achieve all aspects of the course. Therefore, anyone wishing to enrol on one of our apprenticeship programmes must complete the following steps to confirm eligibility:

Potential apprentices will attend an Information, Advice & Guidance (IAG) session with a member of our Client Engagement team to discuss their previous qualifications and experiences. They will also discuss their current job role as well as their aims and aspirations for the future. This session allows us to ensure that they are matched to a suitable apprenticeship programme. IAG sessions also provide information about the apprenticeship programme, including; Functional Skills, Off the Job training and End Point Assessment. Following this, they will be sent a welcome email with enrolment details. The email will include a link to Century; our dedicated Maths & English platform where they will be invited to complete some initial assessments.

They will then attend a sign-up session with one of our enrolment administrators. During this session they will be guided through the application process, which includes:

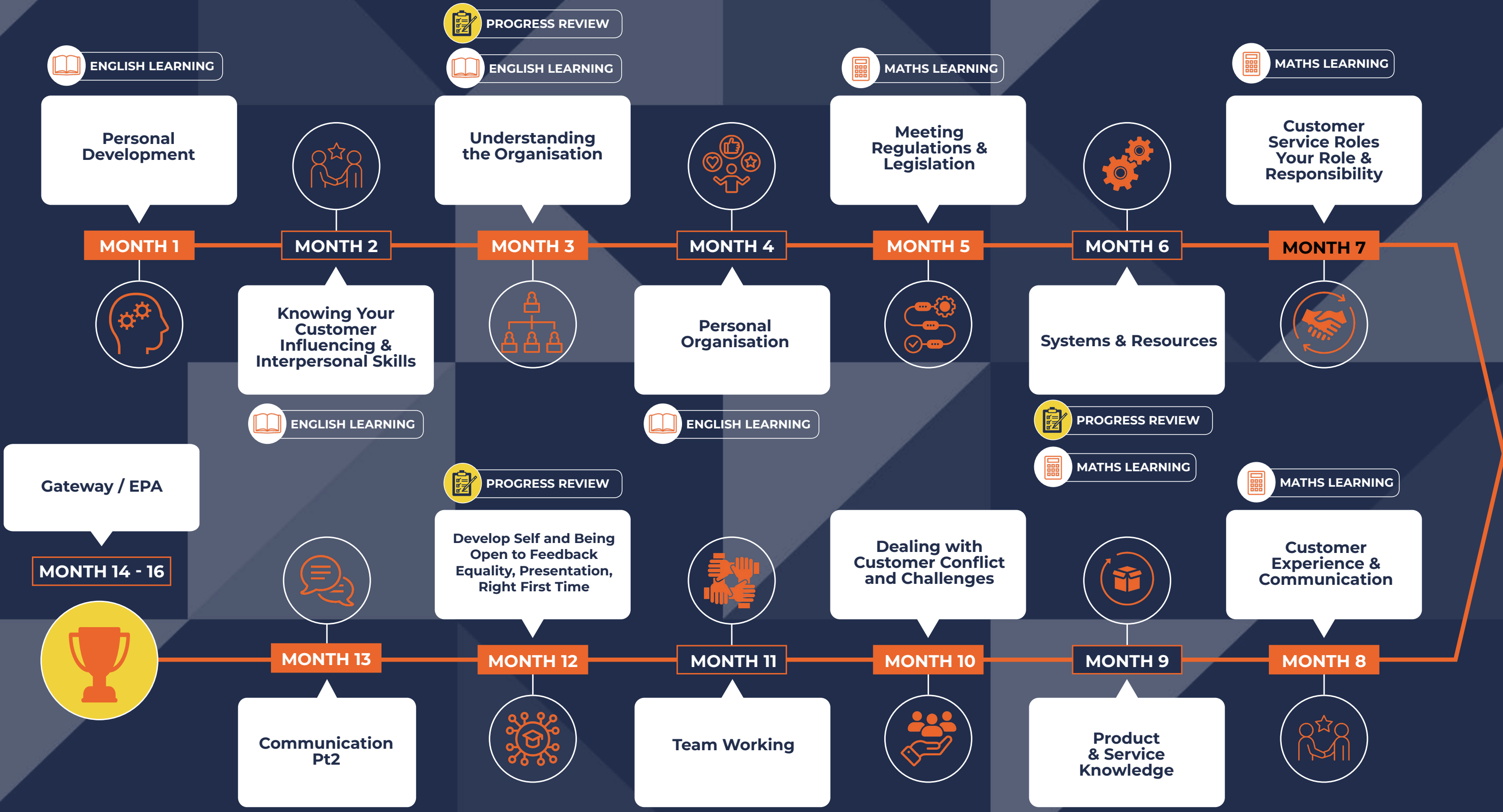
- An application form
- Initial assessments (Maths & English)
- Skill Scan
- This is Me form
- Additional Learning Support Application (if required)

Once the sign-up session is complete, the potential apprentice will attend their first teaching and learning session. An individualised training plan is created and shared with the apprentice and their employer confirming their planned start and end dates of the apprenticeship, all learning modules to be delivered along with the planned hours for these and the chosen End Point Assessment organisation.

Learning will commence from the planned start date, and they will be supported throughout the duration of their programme to **learn, achieve and excel.**



Apprenticeship Journey (example)



CUSTOMER SERVICE PRACTITIONER (LEVEL 2)

These learning topics will be delivered via webinar sessions with your tutor. They will be via the Microsoft Teams platform and will be a maximum of two hours.

Course Content

Session Title & Month/s	“Intent” (Session Contents) Knowledge, Skills, Behaviours & Functional Skills	“Impact” (Learner will be able to)	“Off-the-Job Training”
<p>1</p> <p>Personal Development</p>	<ul style="list-style-type: none"> Able to create an effective personal development plan Use time management techniques to manage workload and pressure <p>Functional Skills</p> <ul style="list-style-type: none"> Respond effectively to detailed questions Communicate information, ideas and opinions clearly and accurately on a range of topics Express opinions and arguments and support them with evidence Identify meanings in texts and distinguish between fact and opinion Recognise that language and other textual features can be varied to suit different audiences and purposes Spell words used most often in work, study and daily life, including specialist words Communicate information, ideas and opinions clearly, coherently and accurately 	<ul style="list-style-type: none"> Will be proactive in seeking out knowledge concerning own organisation's products/ services ensuring that this is current. Will be able to complete a SWOT Analysis. Will be able to collaborate with their manager to produce and execute an effective personal development plan (PDP). Will be able to use number skills to support the setting with everyday tasks Will be able to communicate ideas to colleagues Will be able to respond effectively to questions Will be able to use correct tense for observation writing 	<p>Research development opportunities within your organisation and sector.</p> <p>Research opportunities and threats having identified own strengths and weaknesses.</p> <p>Liaise with manager/team leader to agree a PDP.</p> <p>8-16 hours</p>
<p>2</p> <p>Knowing Your Customer Influencing & Interpersonal Skills</p>	<ul style="list-style-type: none"> Understand who customers are. Understand the difference between internal and external customers. Understand the difference 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. Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation. 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. <p>Functional Skills</p> <ul style="list-style-type: none"> Follow and understand discussions and make contributions relevant to the situation and the subject Use appropriate phrases, registers and adapt contributions to take account of audience, purpose and medium Respect the turn-taking rights of others during discussions, using appropriate language for interjection Use reference materials and appropriate strategies (e.g. using knowledge of different word types) for a range of purposes, including to find the meaning of words Write text of an appropriate level of detail and of appropriate length to meet the needs of purpose and audience 	<ul style="list-style-type: none"> Will be able to manage the needs of differing stakeholders to meet the organisation's standards of delivery. Will be able to identify the difference between internal and external customers and manage these relationships appropriately. Will be able to identify specific needs of customers including those protected under equality law. Will be able to adapt their service to meet the needs and expectations of customers while balancing the needs of the organisation. Will be able to respectfully participate in group discussion Will be able to round up/ down numbers to support day to day duties. For example, the number of gloves needed. 	<p>Research and compare competitors' products/services and detail findings in a worksheet.</p> <p>Research internal and external customers of own organisation.</p> <p>Research equality law.</p> <p>8-16 hours</p>

<p>3</p> <p>Understanding the Organisation</p>	<ul style="list-style-type: none"> 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. <p>Functional Skills</p> <ul style="list-style-type: none"> Understand organisational and structural features and use them to locate relevant information (e.g. index, menus, subheadings, paragraphs) in a range of straightforward texts Infer from images meanings not explicit in the accompanying text Write text of an appropriate level of detail and of appropriate length to meet the needs of purpose and audience Use format, structure & language appropriate for audience & purpose 	<ul style="list-style-type: none"> Will have an awareness of the organisation's brand promise, its aims within the sector and ensure that their efforts maintain these. Will understand and uphold the organisation's core values in their interactions with all stakeholders. Will adhere to the policies and procedures of the organisation, including any that are linked to industry regulations and legislation. Will be able to work out discounts when purchasing resources for project. Will be able to calculate % of risk for each hazard Will be able to complete written documents using correct grammar and word types. 	<p>Research organisation's: -brand image and promise -core values policies and procedures including how they relate to industry regulations and legislation</p> <p>16-20 Hours</p>
<p>4</p> <p>Equipment & Technology in the Kitchen</p>	<ul style="list-style-type: none"> Understand time management techniques and tools How to prioritise activities and approaches to planning Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines. <p>Functional Skills</p> <ul style="list-style-type: none"> Recognise vocabulary typically associated with specific types and purposes of texts Write consistently and accurately in complex sentences, using paragraphs where appropriate 	<ul style="list-style-type: none"> Will be able to prioritise and plan the completion of tasks to agreed deadlines. Will be able to use appropriate tools and techniques to monitor the progress of tasks. Will be able to respond professionally to challenges/ changes, adjusting priorities accordingly. Will be able to contribute to staff meetings, make detailed notes and locate relevant information Will be able use statistical measure to inform nursery data. 	<p>Research time management techniques and priorities appropriate to own organisation and detail findings in a worksheet.</p> <p>16-20 Hours</p>
<p>5</p> <p>Meeting Regulations & Legislation</p>	<ul style="list-style-type: none"> 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. <p>Functional Skills</p> <ul style="list-style-type: none"> Number Skills and Rounding Decimals Percentages and Calculations Fractions 	<ul style="list-style-type: none"> Will understand the legislation / regulations appropriate to the organisation and role and ensure that these are followed at all times. This may include data protection, financial conduct and health and safety. Will understand how the above affect the organisation's customer service offering. Will be able to maintain confidentiality when dealing with personal data. Will understand the impact of failing to adhere to the above. Will be able to link legislation / regulations to the organisation's core values and service culture. -Will be able to work out the area of rooms in the setting. -Will be able to recognise when to use formal and informal communication 	<p>Research the impact of regulations and legislations that apply to their industry (e.g., data protection and financial conduct).</p> <p>Liaise with manager/team leader/H&S rep to understand local guidelines.</p> <p>16-20 Hours</p>

<p>6</p> <p>Systems & Resources</p>	<ul style="list-style-type: none"> 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. <p>Functional Skills</p> <ul style="list-style-type: none"> Probability Statistical Measures Perimeter and Area including circles 	<ul style="list-style-type: none"> Will be able to use the different systems, equipment, and technology in the organisation to meet customer needs effectively. Will understand the measures and evaluation tools used in the organisation to monitor customer service levels. Will be able to recognise SPAG errors in written documentation. Will understand ratio requirements. 	<p>Liaise with manager/team leader and any other colleagues (e.g., quality and IT teams) to better understand:</p> <ul style="list-style-type: none"> the organisation's tools and measures used to monitor customer service levels how the wider systems and technology link to meet customers' needs <p>16-20 Hours</p>	<p>9</p> <p>Product & Service Knowledge</p>	<ul style="list-style-type: none"> Understand the products or services that are available from your organisation and keep up-to-date. <p>Functional Skills</p> <ul style="list-style-type: none"> Communicate information, ideas and opinions clearly and effectively, providing further detail and development if required Express opinions and arguments and support them with relevant and persuasive evidence Use language that is effective, accurate, appropriate to context and situation Identify the different situations when the main points are sufficient and when it is important to have specific details Punctuate writing correctly using a range of punctuation markers 	<ul style="list-style-type: none"> Will be able to explain to customers the features and benefits of the organisation's products/services. Will maintain their knowledge of the organisation's products/ services and appreciate why this is important. Will be able to use correct punctuation when writing reports. 	<p>Research own organisation's products and services, especially those outside of own team/ department as well as how to maintain updated knowledge of these.</p> <p>16-20 Hours</p>
<p>7</p> <p>Customer Service Roles Your Role & Responsibility</p>	<ul style="list-style-type: none"> Understand different roles within the customer service industry. 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. <p>Functional Skills</p> <ul style="list-style-type: none"> Collecting and Representing Data Ratio and Proportion Properties of Angles and Shapes 	<ul style="list-style-type: none"> Will be able to expand their knowledge of different customer service settings and the roles within these. Will be able to understand how their action impact others in the organisation. Will be able to understand and meet their agreed key performance indicators (KPIs). Will be able to create scale drawings to design a range of nursery projects i.e., new area in the garden. 	<p>Liaise with manager/team leader and other colleagues/teams to understand different customer service roles within the organisation.</p> <p>Liaise with manager/ team leader to understand how own targets/goals contribute to the wider organisation.</p> <p>16-20 Hours</p>	<p>10</p> <p>Dealing with Customer Conflict and Challenges</p>	<ul style="list-style-type: none"> Demonstrate patience and calmness. Show you understand the customer's point of view. Use appropriate signposting or resolution to meet your customers' needs and manage expectations. Maintain informative communication during service recovery. <p>Functional Skills</p> <ul style="list-style-type: none"> Make relevant and constructive contributions to move discussion forward Adapt contributions to discussions to suit audience, purpose, medium Interject & redirect discussion using appropriate language & register Compare information, ideas and opinions in different texts, including how they are conveyed Identify implicit and inferred meaning in texts Use correct grammar (e.g. subject-verb agreement, consistent use of a range of tenses, definite and indefinite articles) and modality devices Spell words used in work, study and daily life, including a range of specialist words 	<ul style="list-style-type: none"> Will be able to always maintain calmness and patience when dealing with challenging customer situations. Will be able to demonstrate sensitivity to customers' concerns. Will be able to communicate clearly and coherently when resolving challenges/conflicts in line with organisational policies. Will be able to keep customers informed of progress while resolving issues. Will be able to maintain accurate customer records. Will be able to take ownership of customer issues ensuring that actions are taken to meet their needs and expectations. Will be able to use mathematical skills to solve problems. 	<p>Shadow colleagues to observe how they deal effectively with customers, especially in difficult circumstances.</p> <p>Shadow other teams to better understand the link between them.</p> <p>16-20 Hours</p>
<p>8</p> <p>Customer Experience & Communication</p>	<ul style="list-style-type: none"> 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. Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; 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. <p>Functional Skills</p> <ul style="list-style-type: none"> Scale Diagrams Measures Algebra 	<ul style="list-style-type: none"> Will be able to establish facts and build trust with customers to provide a customer-focused experience. Will demonstrate ability to adapt communication style (tone, behaviour, body language) to different customers, including those protected by equality law. Will have the ability to recognise and react to the different needs of customers. Will have the ability to remain calm and in control. Will be able to create scale drawings of rooms in the setting 	<p>Liaise with manager/team leader to seek feedback on own customer interactions and implement any required improvements.</p> <p>Shadow colleagues to observe how they deal effectively with customers.</p> <p>Worksheet looking at communication and body language.</p> <p>Case study dealing with a challenging customer situation.</p> <p>16-20 Hours</p>	<p>11</p> <p>Team Working</p>	<p>Functional Skills</p> <ul style="list-style-type: none"> Understand relationship between textual features & devices, how they can be used to shape meaning for different audiences&purposes Use a range of reference materials and appropriate resources Understand organisational features and use them to locate relevant information in a range of straightforward and complex sources Communicate information, ideas and opinions clearly, coherently and effectively Write text of an appropriate level of detail and of appropriate length to meet the needs of purpose and audience Organise writing for different purposes using appropriate format and structure 	<ul style="list-style-type: none"> Will be able to work with others in a positive and productive manner. Will be able to communicate in a timely and reliable manner to colleagues to support them in meeting customer needs efficiently while recognising when to adapt their own behaviours. Will be able to share personal learning and experience with others to support good customer service practice and present ideas to make improvements. Will be able to use informal and formal writing appropriately within the setting. 	<p>Shadow colleagues to observe how they deal effectively with customers, especially in difficult circumstances.</p> <p>Shadow other teams to better understand the link between them.</p> <p>Liaise with manager/team leader regarding mechanisms for sharing ideas to improve customer service.</p> <p>16-20 Hours</p>

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Develop Self and Being Open to Feedback Equality, Presentation, Right First Time

Functional Skills

- Analyse texts, of different levels of complexity, recognising their use of vocabulary and identifying levels of formality and bias
- Follow an argument, identifying different points of view and distinguishing facts from opinions.
- Identify different styles of writing and writer's voice
- Convey clear meaning and establish cohesion using organisational markers effectively
- Use different language & register persuasive techniques, supporting evidence, specialist words, suited to audience and purpose.
- Construct complex sentences consistently and accurately, using paragraphs where appropriate

- Will be able to conduct a self-assessment to identify their strengths and weaknesses.
- Will be able to produce, review and update a personal development plan to support their agreed goals.
- Will be able to seek constructive feedback from others and use this to improve their skills and knowledge.
- Will be able to recognise and respond to individual needs to provide personalised customer service.
- Will be able to behave in a way that upholds the core values and culture of the organisation.
- Will be able to present a professional image and use positive language in customer interactions.
- Will be able to take ownership and establish needs and expectations and work towards meetings them, explaining, when necessary, when they cannot.
- Will be able to recognise own role, responsibilities, organisational procedures, and level of authority.
- Will be able to recognise the importance of good customer service referring to others when required ensuring conclusion.
- Will be able to collect and represent data in the setting

Liaise with manager/team leader to review and update PDP. Update SWOT.

Liaise with manager/team leader to seek feedback on own behaviours and implement any required improvements.

16-20 Hours



GATEWAY & EPA

Session Title	"Intent" (Session Contents)
14	<ul style="list-style-type: none"> Apprentice Showcase 30-minute interview based on the EPA Showcase Report Practical Observation 90-minute observation Professional Discussion 60-minute professional discussion
15	
16 GATEWAY & EPA	

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Communication Pt2

- Communication skills
- Interpersonal skills
- Body language

Functional Skills

- Convey clear meaning and establish cohesion using organisational markers effectively
- Use different language & register persuasive techniques, supporting evidence, specialist words, suited to audience and purpose.
- Construct complex sentences consistently and accurately, using paragraphs where appropriate

- Able to create a business report
- Able to convey information accurately

Review report

16-20 Hours

END POINT ASSESSMENT INFORMATION

WHAT IS GATEWAY?

Gateway is triggered when the apprentice has achieved all knowledge, skills and behaviours set out in the assessment plan, has been on programme for a minimum of 1 year and 1 week and the apprentice, employer and training provider feel the apprentice is ready for their EPA. The gateway period is roughly 3 months, and this allows the apprentice to prepare and agree a date with the EPAO to when the assessment will take place.

Note: Gateway can only be achieved once the following has been met.

English and Maths at Level 1 (or equivalent) and Level 2 to be attempted

Completion of knowledge, skills and behaviours

Minimum OTJT recorded

Gateway declaration signed by apprentice, line manager and apprenticeship tutor



WHAT IS END POINT ASSESSMENT?

End Point Assessment (EPA) is made up of a range of synoptic assessments which are completed at the end of the apprentices' programme, once they have achieved gateway requirements. EPA takes place to ensure the apprentice has the knowledge, skills and behaviours outlined in the apprenticeship standard in order to be occupationally competent.

Assessments have been designed by employers in the sector and will be conducted by an Independent End Point Assessor (IEPA) who works for an End Point Assessment Organisation (EPAO). All assessments must be passed for the apprentice to achieve. There are 3 available grades for this standard; **fail, pass and distinction.**

Assessments which form EPA activities – Customer Service Practitioner Level 2

Apprentice Showcase	4500 written report or 45-minute presentation.
Practical Observation	90-minute observation of apprentice duties.
Professional Discussion	60-minute structured discussion.

Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level.



DELIVERY



WEBINARS

These will be delivered via the Microsoft Teams platform and will be a maximum of 2 hours. They may be delivered on an individual basis or with a group of apprentices. The tutor will deliver a session on a particular topic and you will have the opportunity to have input through discussion and the use of the in-platform chat facility. These webinars will provide you with learning that counts towards your off the job training and will also provide you with tasks to complete for your apprenticeship learning. Please note that webinars will be recorded and be stored securely on Onefile to evidence your learning and participation.



1:1 SESSIONS

These will be either face to face or carried out remotely via Microsoft Teams. They will provide you with dedicated time with your tutor to discuss your progress towards achieving your apprenticeship and any aspects where you may feel you need extra support or guidance. Your tutor will also provide you with feedback on any work that has been set and guide you towards the next steps in your apprenticeship programme. Your tutor can also guide you towards additional resources that stretch your knowledge and understanding of relevant topics. Off the job training will also be reviewed to make sure you are on track to meet the minimum requirement. All other work set will be reviewed and any additional support provided if needed. If any assessments are planned to take place during the 1:1 visit these will be recorded and added to your OneFile portfolio as evidence towards completion of your apprenticeship.



PROGRESS REVIEWS

These can either be face to face or remote and will require the involvement of your line manager. The reviews take place at least every 12 weeks and is intended to provide an update on progress towards completion of your apprenticeship. Your manager will provide their input in order to make sure that the apprenticeship is meeting the needs of your employer and that you are gaining the skills, knowledge and behaviours to improve your working practices. Targets will be set for completion of varying tasks, which can include developing softer skills or enhancing your maths, English and digital skills. Reviews are usually recorded and then stored on OneFile.



ONEFILE ONLINE COURSES

These online courses are designed to provide essential knowledge information to continue to stretch and challenge you throughout the apprenticeship. They are designed to be completed in your own time and will have knowledge checks for each. These courses can also contribute to your apprenticeship standard in conjunction with work set by your tutor. They will help build your knowledge and can expand your understanding of the industry, as well as contributing to your off the job training.

*Please note that any webinars, 1:1 meetings and progress reviews will be recorded, and securely saved and stored to your OneFile account, where only you, your manager and Learn Plus Us staff involved in your training can have access. These will not be shared outside of OneFile without your permission.

Group webinars will also be recorded and made available as a resource on OneFile. Other apprentices may access these files if they are unable to attend the live sessions.

ESOL SUPPORT



“Teaching for me is not just a job – it is a vocation, a mission, a quest. There is no bigger reward, in my opinion, than that of seeing your learners progress and achieve their goals!”

Ava, Senior ESOL Tutor

At Learn Plus Us we are proud to have a highly skilled and dedicated ESOL team who are experienced at adapting their teaching to meet the specific English language needs for learners. Whilst we offer ESOL for Work courses separately to apprenticeship delivery, we do provide the option for apprentices to access ESOL support during their apprenticeship should they need it. We also offer in-house learning support for those with other additional learning needs or barriers to learning.

SYSTEMS

OneFile is the e-portfolio for your Apprenticeship. This is where you will store your evidence, log your off-the-job-training, and track your progress towards achievement. Gone are the days of ring binders and plastic wallets, this is your one stop shop for Apprenticeship programmes.



CENTURY is an award-winning assessment, teaching and learning AI platform that has been developed by a team of experienced teachers, neuroscientists and technologists. This platform is where you will complete your initial assessments in English and Maths and it is used to determine the starting point for all potential apprentices. It will provide you with an individualised teaching and learning experience based on the results of your initial assessments.



NEXT STEPS...

Following successful completion of your apprenticeship, you will be able to progress to the following:

- Customer Service Specialist apprenticeship
- Business Administrator apprenticeship

On completion of the Customer Service Practitioner apprenticeship, you will be eligible to join the Institute of Customer Service as an individual member at Professional level.

INTERESTED?

If you are interested in starting your apprenticeship journey? Please contact us at sales@learnplusus.co.uk

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Education & Skills
Funding Agency



Apprenticeships



Department
for Education