

CUSTOMER SERVICE PRACTITIONER

£ Funding Band: 5 (£3,000) 🕒 Duration: 12 months 📊 Level: 2 ★ LARS: 122 📄 Standard N°: ST0072

1. THE APPRENTICESHIP

A Customer Service Practitioner is the front face and, in many cases, the first point of contact a customer has with a company. The Apprentice's raison d'être, as a Customer Service Practitioner, will be interacting with customers, getting to know their issues and concerns and resolving those problems with high quality products and services delivered from the workplace, digitally or by travelling in person to the customer's location. Their interactions may be one-time events, resolving one-time anomalous problems, or they could be more routine, dealing with orders, payments, transfers, offering guidance and support, sales, after care, service recovery or gaining information for the company by attaining customer feedback.

A successful Apprentice will be a representative of the company and as such will be a major factor in how customers formulate their opinion of the company and the larger brand. Their knowledge, skills and behaviours will all contribute to delivering the best possible service they can to their customers and to meet and exceed their organisation's standards and goals within appropriate regulatory frameworks. The Apprentice will have a plethora of domains they could possibly interact with customers in, including face-to-face, telephone, post, email, text and social media.



“ WE ARE HERE TO HELP APPRENTICES BEE WHAT THEY WANT TO BEE

2. ON-PROGRAMME

The Apprentice must have completed all on-programme elements in order to begin End-Point Assessment:



20%
**Off-the-Job
Training**



Functional Skills* Level
1 English and maths and
attempt to complete Level 2



Showcase to
underpin the
Interview

The End-Point Assessment (EPA) can only be triggered after twelve months of starting the apprenticeship and is dependent on when the Employer and Training Provider decide the Apprentice is ready.

Functional Skills*

All Level 2 Apprenticeship Standards require the Apprentice to have successfully completed Level 1 Functional Skills in both English and maths qualifications (or equivalent) in order to progress through Gateway to undertake End-Point Assessment. Apprentices will also need to have at least attempted Level 2 Apprenticeship Standards.

3. GATEWAY

In order to enter into the Gateway phase, the Apprentice will need to have passed all the relevant Knowledge, Skills and Behaviour criteria as set out in the Apprenticeship Standard. After a meeting between the Apprentice, Employer and Training Provider, it will be the Employer's decision to place an Apprentice through End-Point Assessment. The Apprentice must have completed all on-programme elements in order to begin End-Point Assessment.

Resources

Training Qualifications UK has designed and developed a range of resources for this Apprenticeship Standard to help the Assessor and Apprentice in tracking progress of key Gateway components.



As an End-Point Assessment Organisation (EPAO), Training Qualifications UK is required to see evidence of an Apprentice completing or attempting the relevant Functional Skills qualification assessments where necessary in order to verify Gateway requirements have been met. To find out what evidence Training Qualifications UK will accept for this Apprenticeship Standard, see our **Level 2 Apprenticeship Functional Skills guidance** on Verve EPA under the Support Materials.

4. END-POINT ASSESSMENT

The synoptic End-Point Assessment will consist of **three** components. In order to pass the apprenticeship, the Apprentice is required to pass each component:



Practical Observation

An observation of the Apprentice in their workplace to observe normal work duties. The observation will last a minimum of one hour and a maximum of two hours.

Any requirements in the standard not included in the Observation will be included in the Professional Discussion.

★ **Distinction, Pass or Fail**



Professional Discussion

A 60-minute Professional Discussion between the Apprentice and their End-Point Assessor. It will be structured to draw out their enthusiasm, energy, competence and excellence.

The discussion is designed to:

- Confirm and validate the quality of the Apprentice's work
- Explore their work in more detail
- Discuss how they may act in certain scenarios if they haven't occurred in the Practical Observation
- Provide an opportunity to ask questions regarding personal development

★ **Distinction, Pass or Fail**



Apprentice Showcase

The Apprentice will submit either a written report of up to 3,000 words or presentation of up to 35 slides. This will be submitted at Gateway. Following End-Point Assessor allocation, the Apprentice will undertake a 30-minute Showcase Interview covering the submitted showcase.

★ **Distinction, Pass or Fail**

5. GRADING

Once the **three** assessment components are completed, the Apprentice will be provided with an overall grade for their apprenticeship using the following grading table:

Practical Observation	Professional Discussion	Apprentice Showcase	GRADE	
Pass	Pass	Pass	Pass	
		Distinction	Pass	
		Pass	Pass	
	Distinction	Pass	Pass	Pass
			Distinction	Pass
			Pass	Pass
Distinction	Distinction	Pass	Pass	
		Distinction	Distinction	
		Distinction	Distinction	

6. APPRENTICESHIP CERTIFICATION

Once the Assessor verifies the Apprentice has successfully completed all the End-Point Assessment components, Training Qualifications UK will initiate the certification process. Working with the Education & Skills Funding Agency, we will ensure the Apprentice receives their certificate in recognition of completing their apprenticeship.

Progression:

This apprenticeship provides an ideal entry into the occupation and supports progression within the sector. The Customer Service Specialist Apprenticeship Standard provides a potential progression route within this vocation.

7. OCCUPATIONAL COMPETENCE

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

“WE PROVIDE QUALIFICATIONS THAT MEET THE NEEDS OF LEARNERS AND EMPLOYERS”

Why choose Training Qualifications UK?

We're an End-Point Assessment Organisation for the 21st Century. While some are happy with traditional methods, we look for new ways of working to push the industry, our customers and their Apprentices forwards. We do this with a personalised approach to account management built around your needs, quick and responsive service that aims to respond to enquiries within 24 hours, and innovation that delivers efficiency through technology.

With us, you'll get:

- 1.** Expert, tailored End-Point Assessment support
- 2.** Assessor and Apprentice learning resources
- 3.** Access to our straightforward Apprentice management system, Verve EPA
- 4.** A clear and fair pricing structure
- 5.** Marketing and social media support to share your success

More Information

For more information on this Apprenticeship Standard, visit [The Institute for Apprenticeships](https://www.tq.uk). Already working with Training Qualifications UK? Contact your dedicated Client Relationship Officer to find out more about this Standard and others. If you're new to Training Qualifications UK, you can get in touch through the below channels.

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