

### Qualification Fact Sheet

<b>Apprenticeship Title:</b>	Customer Service Practitioner
<b>Route:</b>	Sales, Marketing and Procurement
<b>Overview</b>	<p>Delivered over a period of 12 - 18 months, this apprenticeship provides a highly transferable set of knowledge, skills and behaviours, gained by working with internal and external customers to provide exceptional service.</p> <p>We tailor our delivery by using a blended learning approach. This will meet and develop a variety of learning styles and increase value with embedded additional courses.</p> <p>Our flexible, partnership approach will ensure the delivery is suitable for the needs of your organisation, and your candidates are working towards clear expectations to ensure readiness for end point assessment.</p>
<b>Level</b>	2
<b>Reference</b>	ST0072
<b>Suitable Roles</b>	This apprenticeship is suitable for candidates who provide customer service products and services for businesses and other organisations including face-to-face, telephone, digital and written contact and communications.

## Knowledge, skills and behaviours to be developed and assessed

**Key knowledge:** customers, organisation, regulations and legislation, systems and resources, role and responsibilities, customer experience.

**Key Skills:** interpersonal skills, communication, influencing skills, personal organisation, dealing with conflict and challenge.

**Key behaviours:** developing self, open to feedback, team working, treating customers as individuals, presentation of self, 'right first time'.

## Component parts

**On Programme Learning** The period of learning, development and continuous assessment is managed by the employer, in most cases with the support of a training provider. The on-programme pace will be driven by individuals as well as by the breadth of experience an employer can offer prior to the minimum of 12 months after which end-point assessment will take place. Employers should work closely with the training provider to add value by centring on the real work environment.

**Level 1 English and Maths** If the candidate has not previously achieved these, teaching and learner will be provided throughout the duration of the apprenticeship and the assessment planned.

**Assessment Gateway** The employer, and, if appropriate in conjunction with the Training Provider, will formally sign-off that the apprentice has met the minimum requirements of knowledge, skills and behaviours within the standard and confirm they are ready to move on to the end assessment. This will happen during a meeting involving the apprentice, their line manager and the trainer after a minimum of 12 months.

## Off-the-job training

The apprentice must receive off-the-job training for a minimum of 20% of the time that they are paid to work. This rule applies to all apprenticeships in England.

Off-the-job training is:

- learning completed outside of the normal day-to-day working environment and leads towards the achievement of the apprenticeship
- directly relevant to the apprenticeship.

Depending on the needs of the candidate and organisation this can include the following:

- the teaching of theory - for example lectures, role playing, simulations, exercises or online learning
- can be practical training - for example shadowing, mentoring and industry visits
- learning support and time spent writing assessments or assignments
- additional courses will be embedded as required/agreed contributing to off-the-job training.

## End Point Assessment

The End point assessment is independently assessed and split into three parts to ensure **all** assessment criteria have been covered. These include Apprentice Showcase, Observation and Professional Discussion. Each criterion within the standards states what must be done to achieve a pass and what must be done to achieve a distinction.