



Customer Service Practitioner Level 2 Apprenticeship

Entry requirements

None specified.

Qualifications

Must achieve Level 2 English and maths (equivalent to GCSE grades 9 to 4 or A* to C) prior to completion of apprenticeship.

Duration

A minimum of 12 months.

Progression

Eligibility to join the Institute of Customer Service as an Individual member at professional level.

Role

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

What apprentices will learn:

- Customer service principles and practices - including customer experience and feedback, internal and external customers, needs and priorities, targets and goals and right first time
- Business principles and practices - including brand promise, core values, complaints process, internal policies and legislation and regulatory requirements
- Customer service skills - including building rapport and trust, conflict management and influencing and reinforcement techniques
- Communications - including interpersonal, tone of voice and verbal and non-verbal communications
- Presentation - including dressing appropriately and using positive and confident language
- Using customer service tools and resources - including those used to meet customer needs and measure, monitor and evaluate customer service levels.

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To discuss how MAXIMUS Training can add value to your business, contact us on:

 www.maximusuk.co.uk/training  training@maximusuk.co.uk  0116 281 9834

A bit more about the role

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.

Knowledge	What is required
Knowing your customers	<ul style="list-style-type: none">• Understand who your 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	<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.
Meeting regulations and legislations	<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.
Systems and resources	<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.

Knowledge	What is required
Your role and responsibilities	<ul style="list-style-type: none"> • 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	<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.
Product and service knowledge	<ul style="list-style-type: none"> • Understand the products or services that are available from your organisation and keep up-to-date.

Skills	What is required
Interpersonal skills	<ul style="list-style-type: none"> • 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	<p>Depending on your job role and work environment:</p> <ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines.
Dealing with customer conflict and challenge	<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.

Behaviours	What is required
Developing self	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Act on and seek feedback from others to develop or maintain personal service skills and knowledge.
Team working	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Demonstrate personal pride in the job through appropriate dress and positive and confident language.
"Right first time"	<ul style="list-style-type: none"> • 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.

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