




Apprenticeship standard (England only)

Customer Service Practitioner

Industry: Sales, marketing and procurement

City & Guilds code: 9794

 **Typical duration:** 12 months
 **Maximum funding:** £3,500*
 **Level 2**

*Funding information accurate as of March 2019. For the most up-to-date information, check the [IfA website](#).

About this standard

The Department for Business, Energy & Industrial Strategy (BEIS) approved this standard in March 2016. It is a direct replacement for the Level 2 Intermediate Level apprenticeship in Customer Service.

About the role

Customer service practitioners are hugely influential in the delivery of a good customer experience and their satisfaction with an organisation.

Customer service practitioners show excellent customer service skills and behaviours as well as strong product and/or service knowledge. They provide service in line with customer service standards and strategy and understand regulatory requirements.

They assist customers either face-to-face or by phone, post, email, text and through social media. Customer service roles include: customer service trainee, customer service advisor, customer service assistant.



On-programme: what apprentices need to learn

Apprentices need to complete 20% off-the-job training during the on-programme phase of their apprenticeship. Specific rules govern this and it must take place in the apprentice's contracted hours.

Formative assessment of knowledge, skills and behaviours required in the delivery of the level 2 customer service practitioner apprenticeship are broken down into the following modules.

Knowledge:

- Knowing your customers
- Understanding the organisation
- Meeting regulations and legislation
- Your role and responsibilities
- Customer experience
- Product and service knowledge
- Systems and resources

Skills:

- Interpersonal skills
- Communication
- Influencing skills
- Personal organisation
- Dealing with customer conflict and challenge

Behaviours:

- Developing self
- Being open to feedback
- Team working
- Equality – treating all customers as individuals
- Presentation – dress code and professional language
- 'Right first time'

Refer to the [IfA website](#) further detail on the standard and assessment plan.

City & Guilds has developed teaching and learning materials to support employers and learning providers to deliver on and off-the-job learning for this standard. For more information, visit our webpage for customer service practitioner [here](#).



Gateway requirements

Before you can book end-point assessment, the provider and employer sign off that the apprentice will be ready for EPA.

For this standard, the employer and provider will need to sign a declaration to agree the apprentice shows evidence of the relevant customer service knowledge, skills and behaviours as set

out in the standard. The apprentice must have achieved maths and English (Level 1) and taken the test for Level 2.

As part of our EPA service, City & Guilds will check all gateway evidence before the EPA event so you can have the confidence that the apprentice is ready for EPA.





End-point assessment (EPA): how apprentices demonstrate their learning

As defined in the assessment plan, the assessment events for this standard are:



Apprentice showcase

The apprentice showcase is put together after 12 months of on-programme learning. With guidance, the apprentice will select appropriate evidence to demonstrate the minimum requirements of the standard.

The apprentice showcase is reviewed by the IEPA, ahead of the professional discussion.

Our assessment delivery: The IEPA will assess the apprentice showcase before the practical observation and professional discussion.



Practical observation

The observation will last a minimum of 1 hour and will enable the apprentice to show their skills, knowledge and behaviour from across the standard to demonstrate genuine and demanding work objectives. Any number of scenarios could be assessed – from handling a general enquiry, dealing with a customer complaint or demonstrating personal organisation.

Our assessment delivery: On-site, the IEPA will assess the apprentice in the workplace.



Professional discussion

The professional discussion will follow the observation and last up to one hour. The discussion will be against set criteria in the occupational brief and establish the apprentice's understanding and application of knowledge, skills and behaviours. It will be structured to draw out the best of the apprentice's energy, enthusiasm, competence and excellence.

Our assessment delivery: On-site, the assessor will interview the apprentice on the same day as the observation.

City & Guilds will allocate a skilled and experienced professional to assess the apprentice objectively against the standard. All assessments are standardised and quality assured.

To help you prepare apprentices and ensure they feel ready for assessment, we have created a suite of preparation resources, including:

- **End-point assessment pack:** details behind the standard and assessment plan, guidance on EPA tasks and grading, procedures for re-sits, timelines, venue and resource requirements for EPA. It is important that you are familiar with this information.
- **EPA exemplar materials:** available for tutors, providing real assessment examples for each assessment type, such as transcripts and examples of good practice.

- **EPA preparation tool:** Personalised login for each apprentice with useful learning resources relevant to the assessment skills required for their standard, ensuring they feel ready for their EPA experience.
- **Recording forms:** supporting you to complete key stages of EPA readiness, we have prepared forms to give you peace of mind and confidence that everything is covered.
- **LIEPA report:** A report produced by our lead independent end assessor (LIEPA) with insight into the EPA results for this standard and findings across all centres. These reports can help you refine your delivery to improve success rates.
- Our dedicated **EPA customer success team** will be on hand to support you through your EPA journey and can be contacted at epasupport@cityandguilds.com



Apprenticeship certification

As well as receiving their Institute for Apprenticeships (IfA) apprenticeship certificate, the apprentice will receive a City & Guilds statement of achievement for end-point assessment.

Why choose City & Guilds?

Personal support: Our dedicated EPA customer success team, Technical Advisors, Business Managers and Customer Service teams are on hand to help you throughout your apprenticeship journey.

Teaching tools and resources: All of our resources are mapped comprehensively to the standard and designed to draw out the skills, knowledge and behaviour apprentices need so they are confident for assessment and you know that everything is covered.

EPA support resources: Our specially created EPA resources will help you to prepare apprentices and ensure a smooth booking process.

EPA delivery: We are growing our EPA service, using new technologies to enhance the delivery and management of EPA.

Pricing that works for you: When you choose us for EPA, you pay a small registration fee and the balance once the EPA has taken place and results submitted.

Events and webinars: We deliver a range of events and webinars run by industry specialists to advise and guide you.

Progression: The journey never stops and we're committed to helping learners progress into a job, develop on the job and move into the next job. Visit our website cityandguilds.com for our wider offering in this sector and information about leadership and management apprenticeships.



More information

If you're a City & Guilds centre, visit Walled Garden or contact your Business Manager for prices and any further information.

If you're a new customer, contact apprenticeships@cityandguilds.com to find out more.

Or visit cityandguilds.com/apprenticeships for full information on our apprenticeship products and services.

Visit i-l-m.com/apprentice for information on management apprenticeships.