

Apprenticeship standard (England only)

Customer Service Practitioner

Industry: Customer Service

City & Guilds code: 9794

LARS number: 122



A City & Guilds Group Business

On-programme learning: Available




On-programme optional qualification (2794): Available

End-point assessment (EPA): Open for registrations

Customer service practitioners are hugely influential in the delivery of a good customer experience and their satisfaction with an organisation. Customer service practitioners need to demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge. They will provide service in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements.

Customer interactions may cover a wide range of situations and can include: face-to-face, phone, post, email, text and social media. Customer service roles include: customer service trainee, customer service advisor, customer service assistant.

The new Customer Service Practitioner apprenticeship was approved by the Department for Business, Energy & Industrial Strategy (BEIS) in March 2016 and is a direct replacement for the existing Level 2 Intermediate Level Apprenticeship in Customer Service.

-  **Minimum duration:** 12 months
-  **Funding band:** 6 (£4,000)*
-  **Level 2**

*Funding bands from May 2017

City & Guilds – helping you with an expert solution

There are four stages where we can work together to help your apprentices from the start through to successful completion of their training.



Plan

Helping you plan and prepare for the new standards with a bespoke solution to make the most of your investment in apprentices.



Attract

Simple online vacancy and candidate set up, TalentPortal can connect you to the talent you need to fill your apprenticeship vacancies.



Deliver

High-quality, online and offline content to help draw out the skills, knowledge and behaviours to prepare apprentices for end-point assessment as well as tracking options to monitor performance.



Assess

Support for you and your apprentices to prepare for end-point assessment by our first-rate, fully trained assessors. Our simple, flexible service meets the demands of your team and your partners.

The apprentice journey



1 On-programme (deliver)

Training and development takes place during this part of the apprenticeship. It may include a qualification if set in the standard.

Formative assessment of skills, knowledge and behaviours is required in the delivery of the standard and this will be outlined in the assessment plan.

Apprentices have to reach a minimum level of maths and English set by the standard. If they've not previously achieved this, they'll need further study and support.

1 On-programme: what apprentices need to learn

On-programme is the learning phase for apprentices to pick up the skills, knowledge and behaviours set in each standard. 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. You can track and authorise the 20% through our e-portfolio, Learning Assistant.

Skills:

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

Knowledge:

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

Behaviours/attitude:

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

Our resources and tools that support on-programme delivery

Our core content for this standard covers Prevent, British values, equality and diversity, and health and safety which give you the basics to deliver the standard and satisfy regulators. It's a blend of e-learning and downloadable content. We also have:



Optional qualification

Our optional qualification (2794) maps completely to the new standard and is available along with our Level 2 Diploma in Customer Service.



Task manual

Available in print and as part of our e-portfolio, the customer service task manual guides learners through step-by-step tasks that develop the skills, knowledge and behaviours required.



Learning Assistant (e-portfolio)

Learning Assistant is an innovative and cost effective e-portfolio solution that allows colleges and training providers to improve dramatically the delivery of their vocational qualifications by tracking progress in real time online.



SmartScreen

Virtual learning – engaging and interactive e-learning modules allow apprentices to work at their own pace. The content covers majority of modules, preparing apprentices for their end-point assessment. Tutors can track activity and results.



Guidance documents

- Guidance for apprentices and training providers to help prepare the apprentice for their end-point assessment will be available.
- Qualification handbook if applicable.

Maths and English requirements

If your apprentices need to complete maths and English, our popular Functional Skills qualifications fit within apprenticeship programmes and cover the core maths and English requirement for the workplace and further study. We have an extensive support package available, including e-Functional Skills, and an online teaching and learning platform, which guides learners from an initial and a diagnostic assessment, through to being exam ready.

Find out more: [cityandguilds.com/functionalskills](https://www.cityandguilds.com/functionalskills)



2 Gateway

The employer and provider must sign off the apprentice as ready to move on to end-point assessment.



3 Assess

The end-point assessment must demonstrate that the apprentice can perform in the occupation in a fully competent, holistic and productive way.

The assessment will be graded if required by the standard.

The assessment organisation and assessor must be independent of, and separate from, the training provided by the provider and employer.



4 Apprenticeship certificate

On successful completion, the end-point assessment organisation will apply to the Education and Skills Funding Agency (ESFA) for the apprenticeship certificate. The certificate is sent to the apprentice's employer.



2 Gateway

To move on to EPA, the apprentice must show evidence of the relevant customer service knowledge, skills and behaviours as set out in the standard and have achieved maths and English (Level 1) and taken the test for Level 2.



3 End-point assessment: how apprentices demonstrate their learning

End-point assessment (EPA) is the final stage that an apprentice goes through to complete their apprenticeship. The apprentice must demonstrate their learning to an independent end-point assessor and the grades available are pass, fail or distinction. 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.



Practical observation

The observation should last about an 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.



Professional discussion

The 60-minute discussion will be against set criteria in the occupational brief. It will be structured to draw out the best of the apprentice's energy, enthusiasm, competence and excellence.

Our resources and tools that support end-point assessment

We are on the register of end-point assessment organisations and our EPA service includes support resource as well as flexibility around assessment delivery and a dedicated EPA team to support you.



EPA preparation tool

Online content to help the apprentice feel ready for their EPA experience. Personalised to their confidence levels and the standard, they're sent free access details once they're registered with us for EPA.



EPA team

Our dedicated EPA team is on hand to help with bookings and questions on anything from the assessment process to evidence portfolios.



EPA pack and guidance

Let our support, including short videos and how to guides help you get to grips and stay on track with the EPA process.

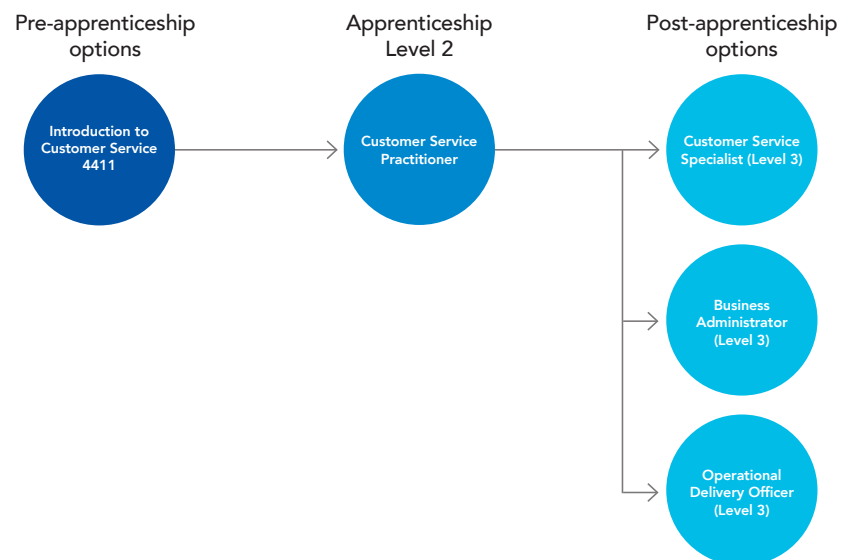


4 Apprenticeship certification

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.

Progression with City & Guilds Group

This apprenticeship is part of our wider offering in the sector and you can develop new and existing talent with ILM management apprenticeships including: Team Leader/ Supervisor Level 3; Operations/Departmental Manager Level 5; Chartered Manager Degree Level 6 and the Senior Leader Master's Degree Level 7.



This apprenticeship standard was developed to meet the needs of employers and designed with input from an employer group including: Boots UK, Institute of Customer Service, Accelerator Solutions Ltd, Berkeley Homes Ltd, British Polythene Ltd (t/a bpi.recycled products), British Council, British Gas Services Ltd, BT plc, Carillion plc, E.ON UK Ltd, Northern Powergrid, Osborne Property Services Ltd and Superdrug Stores plc.

How our offer supports you:

Supportive payment structure

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

Personal support

Our Technical Advisors, Business Managers and Customer Service teams are on hand to help you with all aspects of apprenticeships.

Specialist online tools

Our e-Functional Skills can boost maths and English; Skills Zone develops workplace behaviours and skills; and our e-portfolio, Learning Assistant, lets you manage assignments and track the 20% off-the-job training requirement.

Events and webinars

We deliver a range of events and webinars run by industry specialists to advise and guide you, including regional networking and CPD events.



More information

If you're a City & Guilds centre, visit Walled Garden or contact your Business Manager to find out prices and if any elements are extra to the package. 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.