

L2 Customer Service Practitioner

A Customer Service Practitioner delivers high quality products and/or services to the customers of their organisation. They will be friendly and professional, positively influencing the customer experience to help build satisfaction and loyalty.

They will process customer orders or payments, respond to customer queries, provide accurate guidance and advice on products and/or services, effectively resolve customer complaints, support continuous improvements and gain insight through measuring customer satisfaction.

Key Development Areas

- ✓ **Understanding Customers:** Recognise the characteristics and needs of both internal and external customers, adapting communication styles to manage their expectations effectively.
- ✓ **Organisational Knowledge:** Familiarise yourself with your organisation's purpose, brand promise, core values, and comprehend key internal policies, including complaint procedures.
- ✓ **Regulatory Compliance:** Understand relevant legislation and regulations affecting your business, understanding your responsibilities in delivering compliant services.
- ✓ **Skills and Communication:** Develop interpersonal, communication, and influencing skills to engage customers positively, while also prioritizing personal organisation and conflict resolution techniques.
- ✓ **Continuous Improvement and Teamwork:** Take ownership of personal development, seek feedback and collaborate with team members effectively.



Duration

Total 16 Months

13 Months in Learning

3 Months at EPA

(End Point Assessment)

EPA

Practical Observation

Professional Discussion

Apprenticeship ShowCase

Underpinned by a portfolio of evidence



Email us to get started
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