



## Programme Guide

# Customer Service Practitioner

Customer service practitioners play a critical role in delivering high-quality products and services to their organisation's customers. Often the first point of contact, these practitioners serve across various sectors and organisational types.

### Programme Description

This programme enhances practitioners' understanding of their roles and responsibilities, develops their knowledge of the customer experience, and improves their communication skills. It also helps learners understand how to handle customer conflict effectively.

#### Qualification

Level 2 Customer Service Practitioner

#### Apprenticeship Duration

12 months (+3 months for EPA)

#### Start Date

Rolling Start Dates

#### Awarding Body

Highfield Assessments

### Key Learning Aims

The programme coverage below details the topics learners will explore in monthly sessions with their tutor. All topics align with government Apprenticeship Standards, providing learners with the core knowledge, skills, and behaviours essential for success.

Programme Coverage	
Knowledge & Skills	
Knowing Your Customers	Understanding the Organisation
Meetings, Regulations & Legislation	Systems & Resources
Your Role & Responsibility	Customer Experience
Product & Service Knowledge	Interpersonal Skills
Communication	Influencing Skills
Personal Organisation	Dealing with Customer Conflict & Change
Behaviours	
Developing Self	Being Open to Feedback
Team Working & Equality	Presentation
'Right First Time'	

## End Point Assessment

Upon completion of learning, the employer, learner, and Intec will decide if the learner has acquired the required knowledge, skills, and behaviours to progress to the Assessment Gateway. This will initiate the End Point Assessment, graded as a pass, distinction, or fail, depending on the programme.

65% Weighting

### Apprentice Showcase

A showcase of work compiled after completing the learning, where the learner reflects on and presents examples of their development.



20% Weighting

### Practical Observation

A 60-minute observation to assess the knowledge, skills, and behaviours the learner has developed.

15% Weighting

### Professional Discussion

A 60-minute structured discussion to establish the learner's understanding and application of knowledge, skills, and behaviours.

## Programme Pathway

An apprenticeship will support your career by equipping you with the skills needed to succeed in the workforce. Learners can further develop their skills and knowledge by progressing to one of our higher-level programmes.

