

Customer Service Practitioner

Level 2 Apprenticeship

We personalise the learning experience and enhance knowledge and skills development

- Are you looking to provide young people with their first opportunity in customer service?
- Do you want to build a talent pipeline from the ground up with a culture of service excellence?
- Does your organisation value developing entry-level talent with strong customer service foundations?

The role of a Customer Service Practitioner is to deliver high quality products and services to customers. This is an entry-level position providing a solid foundation for a career in customer service. Apprentices will provide frontline service which may be delivered face-to-face, digitally, via telephone, or through visiting customer locations.

Customer Service Practitioners handle routine and one-off customer contacts including orders, payments, queries, advice, meet-and-greet, sales support, problem-solving, after-care, and measuring customer satisfaction. This role exists in all sectors and organisation types including retail, contact centres, hospitality, healthcare, financial services, public sector, and more.

Completion of this apprenticeship will lead to eligibility to join **the Institute of Customer Service as an Individual member at Professional level.**

Tack TMI Bespoke Apprenticeships are a solutions focused training provider governed by sector specialists. Our programmes are inspired by you and crafted by us.



Apprenticeship Level: 2

Duration 10 months + 3 EPA

Funding £3500

Value-Added Masterclasses:

- Communication Excellence
- Building Customer Rapport
- Digital Customer Service
- Problem Solving Skills
- Service Recovery
- Professional Development

Delegates will leave this programme able to:

- Understand who their customers are and the difference between internal and external customers
- Understand different customer needs and priorities and how to adapt their approach to be highly effective
- Know their organisation's core values and how they link to the service culture
- Understand the measurement and evaluation tools available to monitor customer service levels
- Understand their role and responsibility within their organisation and the impact of their actions on others
- Know how to establish facts to create a customer-focused experience and appropriate response
- Understand how to build trust with customers and why this is important
- Use a range of questioning skills, including listening and responding in ways that build rapport and determine customer needs
- Use appropriate communication skills across face-to-face, telephone, and digital channels
- Maintain informative communication during service recovery situations
- Take ownership for keeping service knowledge and skills up-to-date
- Demonstrate personal pride in the job through appropriate professional presentation and positive language