

Level 2

Customer Service Practitioner

TYPICAL DURATION: 12 MONTHS



Role Profile

The role of a customer service practitioner is to deliver high-quality products and services to the customers of their organisation. They provide service through various channels such as face-to-face, telephone, digital, and written communications. Their actions significantly influence customer experience and satisfaction with the organisation. They must demonstrate excellent customer service skills, product knowledge, and adhere to organisational standards and regulatory requirements.

Additional Requirements

English and maths qualifications must be completed in line with the apprenticeship funding rules

Course Content

During their apprenticeship, individuals gain skills, knowledge, and behaviours in their chosen role and industry. This includes subjects such as; Knowing your customers, Understanding the organisation, Meeting regulations and legislation, Systems and resources, Your role and responsibility, Customer experience, Product and service knowledge

Apprenticeship Assessment

This Apprenticeship has 3 assessment methods.

- Apprentice Showcase
- Practical Observation
- Professional Discussion

Typical Job Roles

Customer-focused job roles in any environment including contact centres, retail, webchat, service industry or any customer service point..

Typical roles in healthcare include Ward Administrator and receptionist.

Further Information

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

Progression Routes

Customer Service Specialist