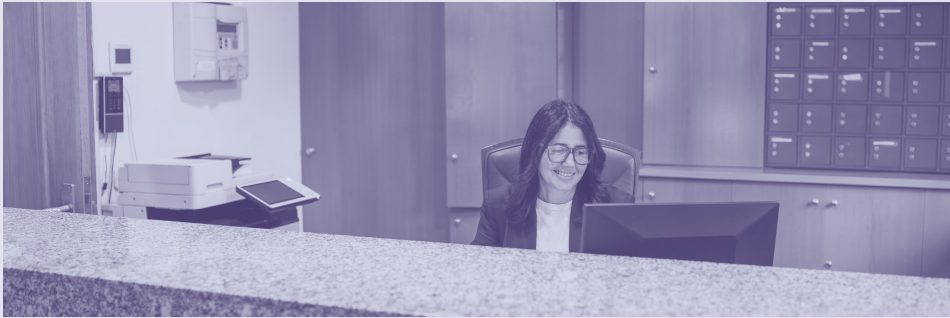


Customer Service Practitioner Level 2 Programme Plan

Duration: 8-12 Months + End-Point Assessment (EPA)



CORE PROGRAMME DELIVERY

The programme combines workshop-based learning, workplace practice and professional development to support achievement of the apprenticeship standard.

Topics include:

- Understanding the organisation
- Organisational values and culture
- Customer service principles
- Roles and responsibilities
- Customer needs and expectations
- Equality, diversity and inclusion
- Communication skills
- Active listening and questioning techniques
- Conflict resolution
- Product and service knowledge
- Systems and resources
- Legislation and regulatory requirements
- Data protection and confidentiality
- Health and safety
- Problem solving and decision making
- Personal development and career planning

These sessions provide apprentices with the knowledge and skills required to deliver excellent customer service and represent their organisation professionally.

PROGRAMME STRUCTURE

The Customer Service Practitioner Level 2 apprenticeship develops the knowledge, skills and behaviours required to deliver high-quality customer service across a range of sectors and environments.

The programme is designed for employees who provide customer service through direct contact, telephone, digital platforms or administrative support functions. Apprentices develop the confidence and competence to communicate effectively, resolve customer queries, understand organisational objectives and contribute positively to customer satisfaction.

The apprenticeship is delivered through:

- Online Interactive workshops
- Structured workplace learning
- Portfolio-based assessment through OneFile
- One-to-one coaching and support
- Formal progress reviews
- Gateway and End-Point Assessment preparation

Learning is applied directly within the workplace to support the development of occupational competence and excellent customer service skills.

ASSESSMENT METHODS

Assessment is portfolio-based and demonstrates competence in both knowledge and workplace practice.

Examples include:

- Knowledge workbooks
- Written assignments
- Professional discussions
- Presentations
- Reflective accounts
- Workplace observations
- Skills scans
- Scenario-based activities
- Portfolio evidence

All evidence is uploaded and reviewed through the OneFile e-portfolio system.



Customer Service Practitioner Level 2 Programme Plan

Total off the Job Hours: 278

OFF-THE-JOB LEARNING ACTIVITIES

Learners complete approximately 278 hours of Off-the-Job Learning throughout the apprenticeship. This learning takes place during paid working hours and supports the development of apprenticeship knowledge, skills and behaviours.

Activities may include:

Core Learning

- Interactive workshops
- Independent research and study
- Reflective practice
- Portfolio development
- Professional discussions

Workplace Learning

- Shadowing colleagues and managers
- Cross-departmental working
- Participating in team meetings
- Customer service observations
- Customer journey reviews

Professional Development

- Career planning activities
- Skills reflection exercises
- SWOT analysis and development planning
- Customer service research
- Industry webinars and learning resources

Customer Service Activities

- Handling customer enquiries
- Managing feedback and complaints
- Customer satisfaction reviews
- Competitor analysis
- Customer journey mapping
- Presentation and project work



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END-POINT ASSESSMENT (EPA)

The apprenticeship concludes with an independent End-Point Assessment. Learners receive dedicated preparation through mock assessments, portfolio reviews and professional discussion practice.

Assessment includes:

- Showcase Presentation or Showcase Report with interview
- Observation of practice
- Professional Discussion

Successful apprentices achieve the nationally recognised:

Customer Service Practitioner Level 2 Apprenticeship Standard.

PROGRAMME OUTCOME

Apprentices will be able to:

- Deliver high-quality customer service
- Communicate effectively with a wide range of customers
- Understand customer needs and expectations
- Resolve queries and concerns professionally
- Apply organisational policies and procedures
- Work confidently with systems, resources and technology
- Build positive relationships with customers and colleagues
- Contribute to organisational success and customer satisfaction
- Demonstrate professional behaviours and continuous improvement



PROGRESSION OPPORTUNITIES

Following successful completion, learners may progress to:

- Customer Service Specialist Level 3 Apprenticeship
- Business Administrator Level 3 Apprenticeship
- Senior Receptionist roles
- Customer Service Supervisor positions
- Contact Centre Team Leader roles
- Administrative and business support careers
- Patient Liaison and customer experience roles

WORKPLACE OBSERVATIONS

Throughout the programme learners are observed in practice to demonstrate occupational competence and professional behaviours.

Observation activities may include:

- Customer interactions
- Communication skills
- Problem solving
- Product and service knowledge
- Professional behaviours
- Compliance with organisational policies
- Managing customer expectations
- Use of business systems and resources

Additional observations and mock assessments are completed to prepare learners for End-Point Assessment.