

TQUK APPRENTICESHIPS CAN TAKE YOU EVERYWHERE

DESTINATION: CUSTOMER SERVICE PRACTITIONER APPRENTICESHIP

1 CHOOSE YOUR DESTINATION

Where do you want to go?

CUSTOMER SERVICE PRACTITIONER APPRENTICESHIP

A Customer Service Practitioner is the front face and, in many cases, the first point of contact a customer has with a company. The apprentice's raison d'être, as a Customer Service Practitioner, will be interacting with customers, getting to know their issues and concerns and resolving those problems with high quality products and services delivered from the workplace, digitally or by travelling in person to the customer's location. Their interactions may be one-time events, resolving one-time anomalous problems, or they could be more routine, dealing with orders, payments, transfers, offering guidance and support, sales, after care, service recovery or gaining information for the company by attaining customer feedback. As a Customer Service Practitioner, the number of industries an apprentice could work in is practically unlimited, from manufacturing to marketing, civil engineering to the civil service.

A successful apprentice will be a representative of the company and as such will be a major factor in how customers formulate their opinion of the company and the larger brand. Their knowledge, skills and behaviours will all contribute to delivering the best possible service they can to their customers and to meet and exceed their organisation's standards and goals within appropriate regulatory frameworks. The apprentice will have a plethora of domains they could possibly interact with customers in, including face-to-face, telephone, post, email, text and social media.



2 TRAVEL AGENTS

Everything in order?

INITIAL ASSESSMENT PLAN

The apprentice will be required to have or achieve Level 1 English and maths and to have taken Level 2 English and maths tests prior to completion of their apprenticeship.

*£4,000 from May 2017

Funding Band: 6*

Duration: min. 12 months

Level: 2



3 PREPARE YOUR LUGGAGE

Bring together the essentials for your trip!

ON-THE-JOB AND OFF-THE-JOB TRAINING

This is where the entire apprentice's training and development takes place. Everyone will be busy making sure they have packed all the essential items to complete their journey.

Formative assessment of skills, knowledge and behaviours is required in the delivery of the apprenticeship and this will be outlined in the assessment plan. Maths and English are required (level varies according to the standard).

The apprentice's period of learning, development and continuous assessment is managed by the employer, in most cases with the support of a training provider.



Employers should:

- Use their normal performance management processes to monitor the progress of the apprentice, provide feedback and guide development
- Working with training providers to ensure the requirements of the apprenticeship standard are reflected in the above processes
- Working with training providers to carry out joint reviews of progress at regular intervals, involving apprentices, line managers and others with a direct relationship, e.g. mentors, workplace coaches, etc.
- Apprentices may develop and maintain examples of their work throughout their apprenticeship. This could be in the form of a portfolio or other tracking method to be reviewed on-programme at intervals agreed by the employer and training provider, for example at 3, 6 and 9 months.

4 CHECK IN *Are you ready to fly?*

GATEWAY

Before you can fly, you need to ensure you have everything you need before the final test: the end-point assessment.

The employer, and, if appropriate in conjunction with the training provider, will formally sign-off that the apprentice has met the minimum requirements in regard to the knowledge, skills and the behaviours within the standard and confirm that they are ready to move on to the end-point assessment. This will happen during a meeting involving the apprentice, their line manager and the trainer.

5 AIRPORT SECURITY *The final hurdle before flight.*

END-POINT ASSESSMENT

There are three assessment elements:

Apprentice Showcase (65%)

The Apprentice Showcase will take place after a minimum of 12 months of the apprenticeship has been completed. The apprentice will be asked to prepare a portfolio demonstrating how they have met/exceeded the minimum requirements set out by the standard and demonstrate your professional competence. The apprentice showcase will be reviewed and assessed by an independent assessor against the following areas:

- Understanding the organisation
- Meeting regulations and legislation
- Systems and resources
- Product and service knowledge
- Influencing skills
- Personal organisation
- Dealing with customer conflict and challenge
- Developing self
- Being open to feedback
- Team working

The brief the apprentice will be assessed against will be written by the Apprentice Assessment Organisation while working with the employers and others to ensure consistency. The brief will include areas such as customer feedback, recordings, manager statements and witness statements. It may also require evidence from others, including mid-and-end of year performance reviews and feedback.

Practical Observation (20%)

The Practical Observation will be scheduled when the apprentice will be in their normal place of work and will be carried out by the independent assessor. The observation will allow the apprentice to demonstrate their knowledge, skills and behaviours. The observation may judge their proficiency in:

- Handling a general inquiry
- Dealing with a customer complaint and demand for further information
- Presentation
- Understanding of Equality
- Interpersonal skills
- Communication
- Personal organisation

Any requirements in the standard not included in the Demonstration will be included in the Professional Discussion.

Professional Discussion (15%)

The Professional Discussion will take place one-on-one between the apprentice and the assessor and will last about 1 hour. The discussion is meant to further establish the apprentice understands the knowledge, skills and behaviours required of them. It will be structured to draw out their enthusiasm, energy, competence and excellence and will be designed in part by the apprentice and the employer. The discussion is designed to:

- Clarify any questions the assessor has from observing the apprentice throughout their journey and from the Practical Observation.
- Confirm and validate the quality of the apprentice's work
- Explore their work in more detail
- Discuss how they may act in certain scenarios if they haven't occurred in the Practical Observation
- Provide an opportunity to ask questions regarding personal development
- Provide a basis for the assessor to make a decision and to award the apprentice with a grade.

Overall Grading

Distinction grades which are applied at the end-point assessment with the final grade based on the performance in the Apprentice Showcase, the Practical Observation and a Professional Discussion.



PASS	All Pass Criteria Achieved	100%
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DISTINCTION	Pass Criteria Achieved		100%
	Apprentice Showcase	7 of 10 distinction criteria	70%
	Observation	4 of 5 distinction criteria	80%
	Professional Discussion	3 of 4 distinction criteria	75%



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TRAVEL

Almost at your destination!

COMPLETION AND CERTIFICATION

You're on the plane and travelling towards your destination. Once the assessor verifies the apprentice has successfully completed all end-point assessments, TQUK will initiate the certification process. Working with the Skills Funding Agency, we will ensure the apprentice receives their certificate in recognition of completing their apprenticeship.

Progression: [Eligibility to join the Institute of Customer Service as an individual member at the Professional level.](#)

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HIT THE BEACH

You're ready to go!

OCCUPATIONAL COMPETENCE

Your actions will influence the customer experience and their satisfaction with your organisation. You will be able to demonstrate excellent customer service skills and behaviours as we as product and/or service knowledge when delivering to your customers.

