

# LEVEL 2 CUSTOMER SERVICE PRACTITIONER APPRENTICESHIP

Subject Area

Student Type

Study Mode

Business &  
Professional

Students aged 16-18  
Part Time

## What is the course about?

This course is suitable for those who have a passion for delivering excellent customer service within a business environment. As a customer service apprentice, your actions will influence the customer experience and their satisfaction with your organisation. You will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to your customers. You will provide service in line with the organisation's customer service standards and strategy, within appropriate regulatory requirements. Your customer interactions may cover a wide range of situations and can include face-to-face, telephone, post, email, text, and social media.

## Why should I choose the course?

This apprenticeship is suitable for anyone working in a customer focused role such as customer service trainee, customer service advisor, and customer service assistant.

Your core responsibility will be to provide a high-quality service to customers, which will be delivered from the workplace, digitally, or through going out into the customer's own locality. Your contact with customers could be one-off or routine, and could involve dealing with orders, payments, offering advice, guidance, and support, meet-and-greet, sales, fixing problems, after care, service recovery, or gaining insight through measuring customer satisfaction. You may be the first point of contact and work in any sector or organisation type.

## What will I learn?

Throughout your apprenticeship, you will learn about customer experience and satisfaction, meeting regulations and legislation, while demonstrating your product and service knowledge. You will gain a variety of skills, such as communication, influencing, personal organisation and dealing with conflicts or challenges. All the while, you will be advancing the attitudes and behaviours necessary to be successful in the workplace.

Whilst working towards the apprenticeship standard you will achieve the Level 2 Customer Service Practitioner qualification, accredited by City & Guilds.

## How is the apprenticeship delivered?

Throughout the apprenticeship you will be required to attend a monthly workshop in which you will receive the knowledge required to achieve the standard.

One-to-one tutorial and assessment visits will also take place in the workplace, allowing you to demonstrate required skills and behaviours.



**Warrington  
& Vale Royal  
College**

Warrington Campus  
Winwick Rd, Warrington WA2 8QA

 [wvr.ac.uk](http://wvr.ac.uk)

 01925 494 494

Winsford campus  
Weaver St, Winsford CW7 4AH

 [learner.services@wvr.ac.uk](mailto:learner.services@wvr.ac.uk)

As part of the on-programme learning, you will work towards and achieve the Level 2 Customer Service Practitioner qualification before being put forward to the gateway for end-point assessment (EPA). EPA is designed to assess your competence and comprises of the following elements:

#### **Apprentice Showcase:**

With guidance from the employer and/or training provider, you will select appropriate evidence from the on-programme portfolio to demonstrate the minimum requirements of the standard at the final stage of the programme.

#### **Practical Observation:**

The practical observation will be pre-planned and scheduled to when you will be in your normal place of work. It will be carried out by an independent assessor.

#### **Professional Discussion:**

The professional discussion will be a structured discussion between yourself and the independent assessor, following the observation. The discussion will establish your understanding and application of knowledge, skills, and behaviours.

## **What will the course lead on to?**

You can choose to progress on to a related higher education course or secure employment. The skills you will gain throughout this apprenticeship will be applicable to many sectors.

## **What support is available?**

You will be allocated a designated tutor to guide you through your apprenticeship. We have a team of staff dedicated to providing learning support if required, as well as a Welfare Team that is on hand to offer guidance, support and help when needed.

Click here for learning support: <https://wvr.ac.uk/college-life/learning-support>

## **Why should I choose to study the course at Warrington & Vale Royal College?**

We are one of the top-performing further education colleges for apprenticeships. Over nine in ten of our apprentices continue in employment or receive a promotion once they have completed their apprenticeship. We also have a dedicated apprenticeship matching service which matches your skills to a suitable apprenticeship employer. The college is dedicated to supporting you on-programme and helping you progress on to the next step.

## **What are the entry requirements?**

You must be employed in a customer service role to undertake this apprenticeship. If not already achieved, you will be required to work towards level 2 English and maths as part of the apprenticeship.



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