

L2

Providing a service to customers is crucial in every organisation and integral to business success. The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. Your core responsibility will be to provide a service to customers which will be delivered from the workplace, digitally, or through going out into the customer's own locality. You may be the first point of contact and work in any sector or organisation type.

WHO IS THIS QUALIFICATION FOR?

This apprenticeship is suitable for those whose role involves providing high quality services and products to customers including face to face, by telephone, via digital media or in writing for example:

- Sales
- Repair call centre
- On Line/Telephone sales
- Receptionist
- Retail

KEY RESPONSIBILITIES MAY INCLUDE:

- Dealing with orders and payments.
- Gaining insight by measuring customer satisfaction
- Offering advice, guidance and support.

APPRENTICESHIP OVERVIEW:

You will gain the knowledge and skills in customer service which includes:

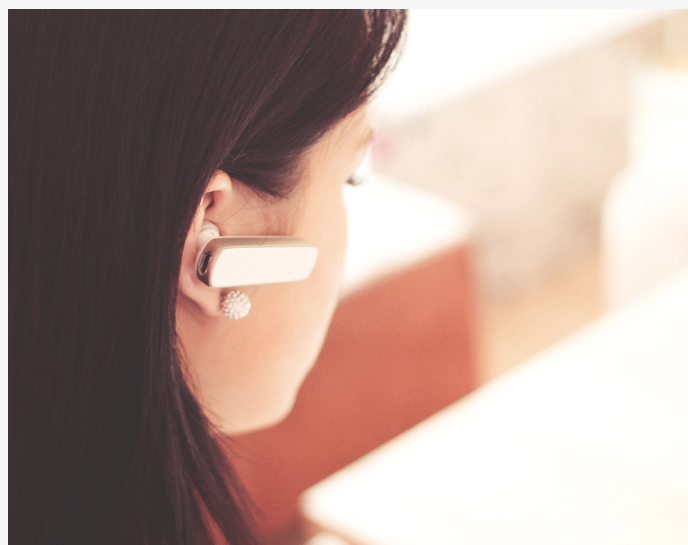
- Understanding the culture and brand promise
- Influencing skills
- Interpersonal skills
- Communication

You will develop your ability to support:

- The customer experience.
- A "right first time" service
- The organisations core values

You will learn about key areas such as:

- Legislation and regulatory requirements
- The customer experience
- Systems and Resources
- Understanding the organisation



Providing a high-quality service to customers is crucial in every organisation and integral to business success.

An apprenticeship in Customer Service will help you to develop the skills, knowledge and behaviours required to carry out any customer facing role confidently and professionally.

- » 12-15 months
- » Functional Skills English and Maths Level 1
- » Opportunity to achieve Functional Skills Level 2
- » Eligibility to join the Institute of Customer Service

PROGRESSION:

This apprenticeship provides you with skills and knowledge that are transferable to various roles in a customer service or business environment and is the gateway to a more senior role.