



Customer Service Practitioner

Course Overview

- ◆ This apprenticeship programme includes learning about how customer service professionals handle day to day customer queries, either in the workplace, digitally or at the customer's location. This service is vital across all industries within the private, public and not-for-profit sectors.
- ◆ The apprentice will learn various tasks related to customer service such as how to deal with orders, payments, offering advice, and giving the customer guidance and support throughout the interaction. Tasks may also include customer aftercare, service recovery and gaining feedback on customer satisfaction.
- ◆ They will develop their skills by being a point of contact within the business, as their role will influence the customer's experience and satisfaction with the organisation.
- ◆ Students will also provide a service in line with the organisation's customer service strategy, which may include a wide range of customer situations such as via face-to-face, telephone, post, email, text, and social media interactions.
- ◆ Some of the core competencies the apprentice will learn include: understanding the difference between internal and external customers, knowing the purpose of the business and what 'brand promise' means, knowing how to use systems, equipment, and technology to meet the needs of your customers, and understanding the products or services that are available from your organisation and keep up-to-date.

Who is it aimed at?

It's open to all ages - not just school or college leavers, employed adults are eligible too. The course is for anyone interested in the following job roles:

- ◆ Customer Service Assistant
- ◆ Sales Assistant
- ◆ Customer Support
- ◆ Receptionist

These roles can vary within small, medium and large businesses across various sectors.

Duration

- ◆ This apprenticeship takes approximately 12 months for the apprentice to fully complete.

How is this apprenticeship delivered?

- ◆ As part of this apprenticeship programme, the apprentice will learn and work on the employer premises, completing tasks for portfolio building and practical role-related projects.

Entry requirements

- ◆ Employers set their own entry specification but the apprentice will complete Maths and English functional skills if they did not achieve GCSE grade 4 or above.

Off-the-job funding rule

- ◆ The funding rules state that 20% of the apprentice's time must be spent completing off-the-job training, this may include different activities and is measured over the course of the apprenticeship.
- ◆ Apprentices will be required to undertake the equivalent of a day's training to meet this funding rule. This could be either attending BCoT, shadowing another department/role, online learning, or manufacturer training and will be fully documented in their portfolio.

Progression opportunities

- ◆ Upon completion of the apprenticeship, with the transferable skills gained, the apprentice can progress further within the profession into a wide range of customer service roles across many sectors. You will also be eligible to join as an Individual (Professional) member of the Institute of Customer Service.
- ◆ The apprentice may also progress their training further and undertake the Level 3 Customer Service Specialist apprenticeship, or work towards other relevant qualifications related to their role in the workplace.

Did you know?

- ◆ An apprentice can be a new or existing employee.
- ◆ Apprenticeships are open to anyone living in England over the age of 16 and not in full-time education.
- ◆ Apprenticeship programmes can go up to degree level.
- ◆ BCoT is one of the largest providers of apprenticeships in the region. We work with large and small employers across all industry sectors.
- ◆ BCoT is in the top 30% of colleges nationally for timely achievement of apprenticeships for all ages and levels - National Achievement Rate Tables 2017/18.

Get in touch

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