



catch
22

CUSTOMER SERVICE PRACTITIONER

LEVEL 2

catch-22.org.uk

CUSTOMER SERVICE PRACTITIONER

LEVEL 2

This apprenticeship trains you to provide excellent customer service and can be applied to hundreds of job roles across many different sectors.

Apprentices working towards this level are likely to be in the following roles:

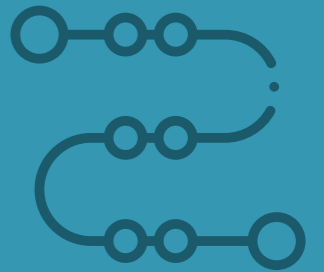
- Customer service trainee
- Assistant
- Representative
- Agent

The duties of the apprentice will vary across the business type they are working in, but they will be making sure that customers are dealt with in a positive, reliable and pleasant way – whether that’s by offering advice, answering questions or handling complaints.



PRE-ENROLMENT TIMELINE

In order to make sure you have chosen the right apprenticeship and have enough information at the start of the programme we will go through the following steps. This is to make sure you are fully informed and ready to start your apprenticeship journey:



EMPLOYERS AND POTENTIAL APPRENTICE

Attend a webinar which provides an overview on the following:

- Overview of the apprenticeship programme
- 20% Off the Job Training
- Attendance at group masterclasses and webinars
- Initial assessment and skill scan process
- Apprenticeship agreement

POTENTIAL APPRENTICE

Complete the BKSB initial assessment for maths and English
Complete the skill scan

EMPLOYER:

Complete the skill scan for the potential apprentice

EMPLOYER AND POTENTIAL APPRENTICE

Attend a 1:1 remote session with the trainer to talk through the skill scan and initial assessment to confirm suitability

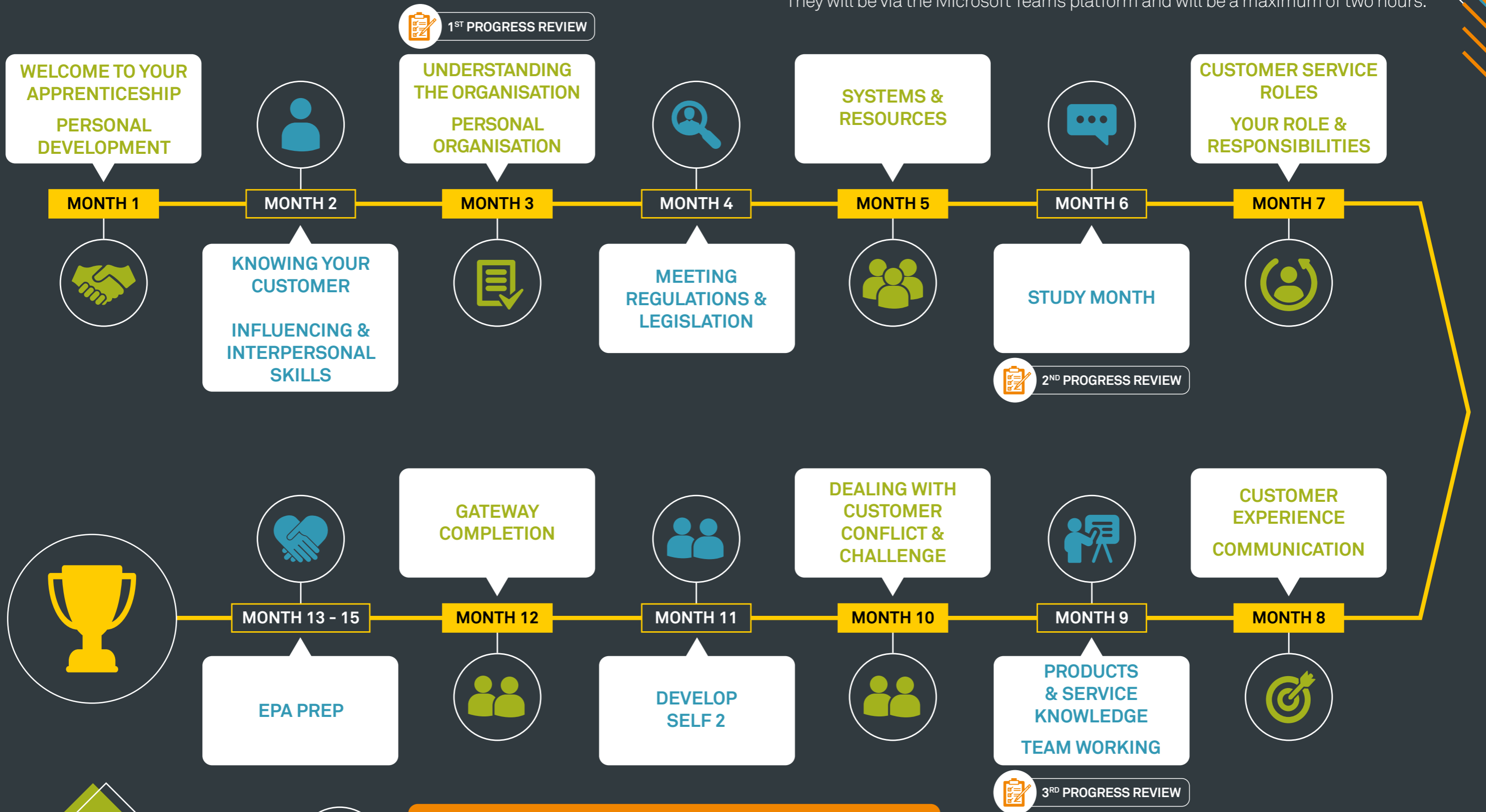
APPRENTICE:

Invited to group induction
Introduction to the apprenticeship
Complete enrolment paperwork

YOUR JOURNEY

CUSTOMER SERVICE PRACTITIONER LEVEL 2

These learning topics will be delivered via webinar sessions with your trainer. They will be via the Microsoft Teams platform and will be a maximum of two hours.



REMOTE 1-1 or a FACE to FACE

These sessions will occur each month and will be delivered either remotely via Teams or in person at the Apprentice's workplace. They will last between 1 and 3 hours.

CUSTOMER SERVICE PRACTITIONER LEVEL 2

Month	Session Title	Session Contents	Self-Learning
1	<p>Welcome to your Apprenticeship</p> <p>Personal Development</p>	<ul style="list-style-type: none"> Explanation of Apprenticeship & Delivery Types Functional skills explanation (Initial assessments - BKSB) Cognassist Equality & Diversity and Inclusion Online Safety First session of learning – <ul style="list-style-type: none"> - SWOT Analysis - Learning/Behavioural styles - Importance of personal Development - SMART Targets and creating a PDP 	<ul style="list-style-type: none"> Complete OneFile courses: <ul style="list-style-type: none"> - Learner Induction Course - Online Safety Course - Time Management Course Self-Assessment - SWOT Analysis Learning Styles (Onefile Induction Course) Personal development plan
2	<p>Knowing your Customer</p> <p>Influencing & Interpersonal Skills</p>	<ul style="list-style-type: none"> Understand who are your customers Different types of customers Managing customer 'needs & expectations' Impact & influence of customer service on organisations Negotiation Influencing Questioning 	<p>Knowledge:</p> <ul style="list-style-type: none"> Different customers, their needs expectations and customer service framework (organisational & legal) <p>Assessment Activity:</p> <ul style="list-style-type: none"> Influencing the customer experience Communicating with customers
3	<p>Understanding the Organisation</p> <p>Personal Organisation</p>	<ul style="list-style-type: none"> Different types of organisations and their purpose Brand promise Organisational core values Service culture Organisational policy (complaints/digital media etc) Digital media in a customer service environment Why time management is important Prioritising work activities Time management Techniques; Eisenhower Grid, 4D's Onefile Time Management Course <p>Progress Review</p>	<p>Knowledge:</p> <ul style="list-style-type: none"> Understanding your organisation <p>Assessment Activity:</p> <ul style="list-style-type: none"> Managing own time & prioritising workload
4	<p>Meeting Regulations & Legislation</p>	<ul style="list-style-type: none"> GDPR & customer service Data principles Data protection officer H&S responsibilities (employee & employer) Legal and organisational customer service frameworks (Equality) Ethical standards 	<p>Knowledge:</p> <ul style="list-style-type: none"> GDPR Data principles H&S in a customer service environment <p>Assessment activity:</p> <ul style="list-style-type: none"> Treating customers fairly

5	<p>Systems & Resources</p>	<ul style="list-style-type: none"> Systems, equipment and technology to meet customer needs 	<p>Knowledge:</p> <ul style="list-style-type: none"> Systems & equipment within the customer service environment <p>Assessment Activity:</p> <ul style="list-style-type: none"> Use of customer service systems and resources managing customer service levels Using systems and resources in a customer service environment
6	<p>Study Month</p>	<p>Mid-Point Gateway Progress Review</p>	
7	<p>Customer Service Roles</p> <p>Your Role & Responsibilities</p>	<ul style="list-style-type: none"> Different roles within a customer service environment Customer service objectives/target/goals Personal presentation and brand impact 	<p>Knowledge:</p> <ul style="list-style-type: none"> Your role, objectives & target <p>Assessment Activity</p> <ul style="list-style-type: none"> Brand image & personal presentation
8	<p>Customer Experience</p> <p>Communication</p>	<ul style="list-style-type: none"> Customer focussed experience Customer focus behaviours Customer segmentation Fact gathering Customer Trust Communication Models (Shannon & Weaver communication model) Communication and workplace culture Barriers to effective communication Feedback 	<p>Knowledge:</p> <ul style="list-style-type: none"> Customer focussed experience <p>Assessment Activity:</p> <ul style="list-style-type: none"> Communicating in customer service 1-2-1 performance review
9	<p>Products & Service Knowledge</p> <p>Team Working</p>	<ul style="list-style-type: none"> Products v Service Features & benefits of products and/or services Maintaining knowledge of products & services Team roles Team communication Team dynamics <p>Progress Review</p>	<p>Report:</p> <ul style="list-style-type: none"> Your organisations products & services <p>Assessment activity:</p> <ul style="list-style-type: none"> Team meetings

Month	Session Title	Session Contents	Self-Learning
10	Dealing with customer conflict and challenge	<ul style="list-style-type: none"> Managing Conflict & challenging conversations 	<p>Report:</p> <ul style="list-style-type: none"> How to influence others Dealing with customer conflict and challenge <p>Assessment activity:</p> <ul style="list-style-type: none"> Customer conflict & challenges
11	Develop Self 2	<ul style="list-style-type: none"> Importance of Reflection PDP review 	<p>Assessment Activity</p> <ul style="list-style-type: none"> Review of PDP
12	Gateway and EPA Prep	<ul style="list-style-type: none"> Roles and Responsibilities Support & EPA Health-checks The pre-Gateway review <p>The Gateway, including:</p> <ul style="list-style-type: none"> The CMI EPA Portal (Skilsure) Information needed, including Employer & Apprentice contact details and uploading documents into Skilsure Timelines and roles post-Gateway 	<ul style="list-style-type: none"> Gateway meeting with Employer/Apprentice, Mock Test Scenarios Revision Guidance and resources Mind maps and revision techniques
13-15	EPA	<ul style="list-style-type: none"> Mock EPA Professional Discussion Review of EPA Presentation compilation Check in on how Apprentice is feeling on EPA Completion of Exit Survey Meeting with manager to confirm Gateway and evidence Review session 	



DELIVERY TYPES:



WEBINARS

These will be delivered via the Microsoft Teams platform and will be a maximum of 2 hours. They may be delivered on an individual basis or with a group of apprentices. The trainer will deliver a session on a particular topic and you will have the opportunity to have input through discussion and the use of the in-platform chat facility. These webinars will provide you with learning that counts towards your off the job training and will also provide you with tasks to complete for your apprenticeship learning. Please note that webinars will be recorded and be stored securely on Onefile to evidence your learning and participation.



1:1 SESSIONS

These will be either face to face or carried out remotely via Microsoft Teams. They will provide you with dedicated time with your trainer to discuss your progress towards achieving your apprenticeship and any aspects where you may feel you need extra support or guidance. Your trainer will also provide you with feedback on any work that has been set and guide you towards the next steps in your apprenticeship programme. Your trainer can also guide you towards additional resources that stretch your knowledge and understanding of relevant topics. Off the job training will also be reviewed to make sure you are on track to meet the minimum 20% requirement. All other work set will be reviewed and any additional support provided if needed. If any assessments are planned to take place during the 1:1 visit these will be recorded and added to your OneFile portfolio as evidence towards completion of your apprenticeship.



PROGRESS REVIEWS

These can either be face to face or remote and will require the involvement of your line manager. The reviews take place at least every 12 weeks and is intended to provide an update on progress towards completion of your apprenticeship. Your manager will provide their input in order to make sure that the apprenticeship is meeting the needs of your employer and that you are gaining the skills, knowledge and behaviours to improve your working practices. Targets will be set for completion of varying tasks, which can include developing softer skills or enhancing your maths, English and digital skills. Reviews are usually recorded and then stored on OneFile.



ONEFILE ONLINE COURSES

These online courses are designed to provide essential knowledge information to continue to stretch and challenge you throughout the apprenticeship. They are designed to be completed in your own time and will have knowledge checks for each. These courses can also contribute to your apprenticeship standard in conjunction with work set by your trainer. They will help build your knowledge and can expand your understanding of the industry, as well as contributing to your off the job training.

*Please note that any webinars, 1:1 meetings and progress reviews will be recorded, and securely saved and stored to your OneFile account, where only you, your manager and Catch22 staff involved in your training can have access. These will not be shared outside of OneFile without your permission.

Group webinars will also be recorded and made available as a resource on OneFile. Other apprentices may access these files if they are unable to attend the live sessions.

SYSTEMS

OneFile is the e-portfolio for your Apprenticeship. This is where you will store your evidence, log your 20% off-the-job-training, and track your progress towards achievement. Gone are the days of ring binders and plastic wallets, this is your one stop shop for Apprenticeship programmes.



For the duration of your Apprenticeship, you will be given an Microsoft365 account, which provides you access to a wide range of Microsoft Office applications such as Outlook, Word, Excel and the Teams collaboration and communication tool. Teams will be integral to how you will engage and communicate with your trainer and take part in online webinars with other apprentices. You will be provided with a separate user guide to support you in setting this amazing tool up.



Using the award-winning Cognassist software, all apprentices will complete an assessment that identifies neurodiversity in the 8 domains of the brain which affect thinking and learning. This then allows our trainers to gain a better understanding of how each apprentice learns to be able to provide greater support that aids positive progression towards achievement.



BKSB is a web based platform used to obtain initial assessments and diagnostic assessments on English and Maths which then provide an individual learning plan on how to fill learners' skills gaps. Our trainers use BKSB to support one-to-one learning to improve English and Maths skills no matter what apprentices previous achievements in these subjects are. Independent learning on BKSB is encouraged to allow apprentices to work at their own pace through learning resources, skills checks and revision scenarios.



NEXT STEPS...

Following successful completion of your apprenticeship, you will be able to progress to the following:

- Customer Service Specialist apprenticeship
- Business Administrator apprenticeship

On completion of the Customer Service Practitioner apprenticeship, you will be eligible to join the Institute of Customer Service as an individual member at Professional level.

INTERESTED?

If you are interested in starting your apprenticeship journey? Please contact us at
apprenticeship@catch-22.org.uk



catch-22.org.uk

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