

Apprenticeships – earn  
while you train for a  
new future

## Level 2

# Customer Service Practitioner Apprenticeship

Dealing with customer  
queries, purchases and  
complaints

This apprenticeship is ideal to get you started on your career in customer service—no previous qualifications required. In addition, it is also ideal for those already in the industry to boost their knowledge and help them progress.

Customer service roles include customer service trainee, customer service advisor, customer service assistant.

On the Level 2 Customer Service Practitioner apprenticeship, you will learn how to understand your customers, deal with customer conflict and challenge, communicate with customers, know the organisation and its products and services and you will develop self-confidence.

### DURATION

12 months, minimum.

### OVERVIEW OF THE ROLE

Customer service practitioners are hugely influential in the delivery of a good customer experience and their satisfaction with an organisation. Customer service practitioners show excellent customer service skills and behaviours as well as strong product and/or service knowledge. They provide service in line with customer service standards and strategy and understand regulatory requirements. They assist customers either face-to-face or by phone, post, email, text and through social media.

### Assessment

The apprenticeship includes independent assessment to check the apprentice's overall performance against the standard.

The end-point assessment will include:

- » Apprentice showcase
- » Professional Discussion
- » Practical observation

Independent end-point assessment happens when the employer, apprentice and trainer/ assessor are satisfied that the apprentice is working consistently at or above the level set out in the apprenticeship standard.

### Entry Requirements

Working at Entry Level 3 Maths and English.

Employers may also have their own entry requirements.

Before taking the end-point assessment, apprentices must achieve Level 1 English and maths (equivalent to GCSEs at grades D–G or 1–3). You will have an experienced tutor who will support you to work towards these qualifications.



City of Westminster

You can register your interest by  
emailing [apprenticeships@waes.ac.uk](mailto:apprenticeships@waes.ac.uk)  
or by calling 020 7297 7297

