



LEVEL 2 CUSTOMER SERVICE STANDARD

OVERVIEW

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 high quality service to customers which will be delivered from the workplace, digitally, or through going out into the customer's own locality. These may be one-off or routine contacts and include 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.

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 provide service in line with the organisation's customer service standards and strategy and 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.

KNOWLEDGE

- Knowing your customers
- Understanding the organisation
- Meeting regulations and legislation
- Systems and resources
- Your role and responsibility
- Customer Experience
- Product and service knowledge

SKILLS

- Interpersonal skills
- Communication
- Influencing skills
- Personal Organisation
- Dealing with customer conflict and challenge

BEHAVIOURS

- Developing self
- Being open to feedback
- Team working calmness.
- Equality - treating all customers as individuals
- Presentation- dress code, professional language
- “Right first time”

DURATION

The apprenticeship will take a minimum of 12 months to complete

ENTRY REQUIREMENTS

Apprentices will be required to have or achieve level 1 English and Maths and to have taken level 2 English and Maths tests prior to completion of their Apprenticeship.

LINK TO PROFESSIONAL REGISTRATION

Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level.

LEVEL

This apprenticeship standard is set at Level 2.