

Customer Service Practitioner

Customer service apprentices provide customer service products and services for businesses including face-to-face, telephone, digital and written communications.

What are the benefits of an apprenticeship?

-  Learn new practical skills and gain experience, whilst developing your knowledge
-  Achieve a recognised qualification
-  Provide the support your team requires to enhance your customers' experience
-  Build a foundation that will support progression into management
-  Improve your communication skills
-  Earn a good salary and avoid university debt



How do we help you get the most out of your apprenticeship?

Our People: With a 40 year history, we have an experienced team of coaches, technical specialists and account managers who are there to guide, challenge and support you, to not just achieve the qualification, but to have an impact on your career now and in the future.

Our Processes: After your enrolment and launch, you will be guided through carefully planned, manageable chunks of learning with one-to-one and group interaction, and additional support to prepare for your end-point assessment.

Our Systems: All of our systems are easily accessible and engaging, including OneFile to manage tasks, Profiler to help you and your employer identify further areas for improvement, Damar OpenLearning for lots of interactive learning resources and our Forums, for apprentices on the same qualification to build networks and support each other.



“My coach always believed in me and made me feel comfortable to ask any questions I was struggling with. I have contributed to my company by providing an excellent level of customer service to my external customers.”

[Read full case study](#)

Daisy Bowman
Customer Service Apprentice,
Kenny Waste Management



“When I left college I knew, I knew university wasn’t for me. I wanted more independence and to start to earn my own money. If I’m honest, doing an apprenticeship is the best decision I ever made.”

[Read full case study](#)

Katie Lawrence
Customer Service Apprentice,
Aldermore Bank

Customer Service Practitioner

Apprentices develop the skills, knowledge and behaviours required to perform a customer service role. For the full apprenticeship standard, [click here](#).

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
- Teamworking
- Equality
- Presentation
- “Right first time”



Induction and Launch
1-4 weeks

On Programme
54 weeks

Gateway
4-8 weeks

End-Point
Assessment

How is the apprenticeship delivered?

Delivery is a blend of:

- Diverse and engaging online resources to support the development of knowledge, behaviours and skills
- Group coaching and subject specialist sessions / workshops
- Review meetings with the apprentice, line manager and dedicated Damar coach

Functional skills are an important part of all apprenticeships and apprentices who don't already have maths and English at level 2 or above will undertake functional skill qualifications in these areas.

The end-point assessment includes:

- Apprenticeship showcase
- Practical observation
- Professional discussion

What is the commitment?

Apprentices need to spend a minimum of 20% of their working week on the apprenticeship.

Who is eligible?

Apprenticeships are generally available for new or existing employees of all ages, including graduates, who need to develop their skills, knowledge and behaviours.

How could I progress?

This apprenticeship can lead on to more specialist customer service roles such as customer support engineer and customer success manager. Many customer service apprentices progress into management and more senior roles within their organisation.