



# CUSTOMER SERVICE PRACTITIONER LEVEL 2

The main purpose of a customer service specialist is to be a 'professional' for direct customer support within all sectors and organisation types. You are an advocate of Customer Service who acts as a referral point for dealing with more complex or technical customer requests, complaints, and queries. You are often an escalation point for complicated or ongoing customer problems.

As an expert in your organisation's products and/or services, you share knowledge with your wider team and colleagues. You gather and analyse data and customer information that influences change and improvements in service.

## WHY CHOOSE INSPIRE ATA?

We work with high-quality training providers to deliver a wide range of training programmes through a blended learning approach that is tailored to each learner's needs. Inspire ATA recruits and employs each apprentice on behalf of the "host" client, enabling us to offer additional support and a better experience for both apprentice and client. We can also offer flexi-job apprenticeships which means we are able to offer short term contracts and other non-standard employment models.

**TOTAL DURATION:** 16 MONTHS  
**PRACTICAL PERIOD:** 15 MONTHS  
**EPA PERIOD:** 1 MONTH  
**EPA ORGANISATION:** OFQUAL  
**ASSESSMENT METHOD:** KNOWLEDGE TEST

## KNOWLEDGE, SKILLS AND BEHAVIOURS THE CORE SKILLS TO BE DEVELOPED INCLUDE:

- Understand what continuous improvement means in a service environment and how your recommendations for change impact your organisation.
- Understand the reasons why customer issues and complex situations sometimes need referral or escalation for specialist attention
- Keep current, knowledge and understanding of regulatory considerations, drivers and impacts in relation to how you deliver for customers
- Understand your organisation structure and what role each department needs to play in delivering Customer Service and what the consequences are should things go wrong.



# CUSTOMER SERVICE PRACTITIONER

## KNOWLEDGE

- Understand what continuous improvement means in a service environment and how your recommendations for change impact your organisation
- Understand the impact your service provision has on the wider organisation and the value it adds
- Understand your organisation's current business strategy in relation to customers and make recommendations for its future
- Understand the principles and benefits of being able to think about the future when taking action or making service related decisions
- Understand a range of leadership styles and apply them successfully in a customer service environment
- Understand and critically evaluate the possible journeys of your customers, including challenges and the end-to-end experience
- Understand the reasons why customer issues and complex situations sometimes need referral or escalation for specialist attention

## SKILLS

- Demonstrate a continuous improvement and future focussed approach to customer service delivery including decision making and providing recommendations or advice
- Resolve complex issues by being able to choose from and successfully apply a wide range of approaches
- Find solutions that meet your organisations needs as well as the customer requirements
- Through advanced questioning, listening and summarising negotiate mutually beneficial outcomes
- Manage challenging and complicated situations within your level of authority and make recommendations to enable and deliver change to service or strategy
- Use clear explanations, provide options and solutions to influence and help customers make choices and agree next steps

## BEHAVIOURS

- Proactively keep your service, industry and best practice knowledge and skills up-to-date
- Personally commit to and take ownership for actions to resolve customer issues to the satisfaction of the customer and your organisation
- Work effectively and collaboratively with colleagues at all levels to achieve results.
- Adopt a positive and enthusiastic attitude being open minded and able to tailor your service to each customer

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