Haddon Training



Level 2 Customer Service Practitioner

Gain invaluable hands-on experience while earning a qualification that is recognised across various industries. From mastering communication skills to understanding customer needs and resolving issues efficiently, this course equips participants with tools to excel. With dedicated support from experienced mentors, individuals will embark on a journey of personal and professional growth, honing their abilities to deliver exceptional service and cultivate lasting customer relationships. Whether just starting a career or seeking to enhance skills, the Customer Service Practitioner Apprenticeship provides a solid foundation for success in this vital field.

A Customer Service Practitioner will gain a broad spectrum of abilities, including:

Knowledge Development

- Recognise their role and responsibility within the organisation
- Understand the different needs of customers and the best way to manage their expectations
- Know the organisation's core values and how they link to the service culture
- Be familiar with measurement and evaluation tools to monitor customer service levels
- Understand how to build trust with a customer and why this is important

Skills Enrichment

- Develop a range of questioning skills, including listening and responding to build rapport
- Demonstrate patience and calmness
- Provide clear explanations and offer options in order to help customers make choices
- Show an understanding of the customer's point of view
- Use appropriate communication techniques, that reflect the organisation's brand

EDUCATION & TRAINING'S #1 BEST ORGANISATION TO WORK FOR 2025

WORLD CLASS TO WORK FOR 2025

THE UK'S TOP 5 BEST LARGE COMPANIES TO WORK FOR 2025

INVESTORS IN PEOPLE® We invest in people Standard

matrix® quality standard for information advice and guidance services approved by the matrix Accreditation Body

Ofsted Good Provider

Functional Skills

Maths and English qualifications are an integral element of the apprenticeship standards.

These are implemented by Haddon Training's dedicated Functional Skills team and will be delivered either as individual or group sessions, depending on the learner's requirements. If the learner has completed Functional Skills previously or can provide suitable evidence, such as GCSE certificates or similar, they may be exempt from completing this element of the qualification.

Functional Skills	
Learners will need to complete:	
English	Level 1
Maths	Level 1

Qualification Overview

To achieve the Level 2 Customer Service Practitioner qualification, learners must complete:

- All mandatory modules.
- All core behaviours.
- The End Point Assessment, in which all components must be passed.

The apprenticeship is awarded through the successful completion of an End Point Assessment (EPA). This consists of:

- A practical assessment in which the learner will be observed handling general enquiries, dealing with a customer complaint, and supporting a customer with further information or details.
- A professional discussion in which the learner is questioned on the knowledge learnt throughout the apprenticeship.

The qualification will take a minimum of 13 months to complete, dependent on a learner's prior knowledge and skills recorded on a skill scan and individual learning plan.

Mandatory Modules Overview

Knowledge and skills outline
Take care of customers face to face, on the telephone and using digital communication
Handle a variety of customers and stakeholders
Manage and resolve customer conflict and problems
Work independently and with a team to ensure maximum customer satisfaction

Core Behaviours

Personal and employability skills
Teamwork
Responsibility
Receptive conduct
Equality and inclusion
Presentation and personal pride
Managing expectations

For an in-depth view of the knowledge, skills, behaviours for the Customer Service Practitioner apprenticeship, please visit: https://tinyurl.com/CustomerServiceLevel2

*Please note employers will be assessed before the qualification commences to ensure that they can meet the requirements of any chosen pathway listed above. Please discuss your options further with our team to find out more.

Progression

Upon completion, learners could progress to the following qualifications if they are in a suitable role:

- Level 3 Customer Service Specialist
- Level 2 Business Administration
- Level 3 Business Administrator