

## CUSTOMER SERVICE PRACTITIONER LEVEL 2



**Blended learning**  
including day courses



**Course duration**  
12 months (15 months with apprenticeship assessment)



**EPA Organisation**  
Training Qualifications UK



**Training time**  
33 sessions



**Funded learning**  
Funded via the Apprenticeship Levy



**Apprenticeship level 2**

## OVERVIEW

Customer Service Professionals provide high-quality, consistent, and personalised support to customers across face-to-face, telephone, email, and digital channels. Their role is essential in businesses and organisations of all sizes and sectors, including private, public, and charitable organisations.

Key responsibilities include liaising with customers and stakeholders, delivering helpful and accurate information or services, handling enquiries, resolving complaints, and building strong relationships internally and externally. Apprentices develop core skills in communication, problem-solving, relationship management, and professionalism to provide exceptional customer experiences.

## WHAT TO EXPECT

- As an apprentice, you will have approximately 33 educator sessions throughout the duration of your apprenticeship.
- You will see your educator every 2 weeks for your online sessions. These appointments will be there to discuss your progress, assign you tasks and prepare you for your apprenticeship assessment.
- We offer Knowledge Boost Webinars to help develop learner knowledge, the topics that are covered, are:
  - Purpose and brand promise and core values.
  - Legislation's, internal policies, systems and resources.
  - Products, service knowledge, communication and teamwork.
  - The customer experience and conflict and organisation.

## ENTRY REQUIREMENTS

Individual employers may set their own entry requirements. The apprentice must already be employed for over 16 hours per week.

- If a candidate is 16-18 they must have achieved maths and English at Level 2 prior to completion of the course, this is something that can be completed with us if needed.
- If a candidate is 19+ and hasn't achieved in Maths and English GCSE before enrolling, it is up to the employer to decide whether these qualifications should be attempted.
- The candidate must be employed in a suitable role.

## TYPICAL JOB ROLES

- Customer Service Assistant
- Customer Service Agent
- Customer Service Representative
- Client Services Executive

# COURSE CONTENT

## Customer & Organisational Knowledge

Understand your customers, the organisation, relevant regulations and legislation, systems, resources, and the products or services offered.

## Customer Experience & Service Delivery

Provide high-quality, consistent service by meeting customer needs, managing expectations, resolving enquiries and complaints, and ensuring positive customer experiences.

## Communication & Interpersonal Skills

Demonstrate clear verbal, written, and digital communication, influence others appropriately, manage conflicts, and maintain professional interactions.

## Personal Organisation & Adaptability

Plan and prioritise tasks, manage workload effectively, and respond flexibly to change and unexpected situations.

## Professional Behaviours & Teamwork

Develop self through feedback, work effectively in teams, treat all customers equally and respectfully, and present yourself professionally through appearance, language, and service delivery.

## EMPLOYER & LEARNER SATISFACTION

97%

of Apprentices would recommend us\*

99%

of Employers would recommend us\*

# APPRENTICESHIP ASSESSMENT

The apprenticeship assessment includes:

- An apprentice showcase (written report or a presentation) - maximum of 30 minutes.
- A showcase interview - maximum of 30 minutes.
- A practical observation lasting between 1-2 hours.
- Professional Discussion - 60 minutes.

## YOUR COMPLETE CAREER PATHWAY

Customer  
Service  
Level 2



Business  
Admin  
Level 3

**“HEART OF ENGLAND TRAINING HAVE BEEN OUR NUMBER ONE CHOICE OF TRAINING PROVIDER FOR THE DELIVERY OF BUSINESS ADMINISTRATION AND CUSTOMER SERVICE APPRENTICESHIPS. SINCE THE INTRODUCTION OF THE APPRENTICESHIP LEVY THEY HAVE ESTABLISHED THEMSELVES AS A HIGHLY VALUED AND POPULAR TRAINING PROVIDER”**

