Course Information

CITY OF WOLVERHAMPTON COLLEGE

Customer Service Practitioner Apprenticeship Level 2

Study Mode: Full Time, Work Based Learning

Is this course right for me?

Customer service practitioners work in a range of sectors and locations and provide a high quality service to customers of the organisation communicating face-to-face or by telephone, post, email text or social media.

They may often be the first point of contact within the organisation and their actions will influence customer experience and satisfaction, therefore they will need to demonstrate excellent customer service skills and product/service knowledge.

They must provide customer service in line with the organisation’s standards and strategy and operate within appropriate regulatory requirements and guidelines.

Contact with customers may be on a one-off or routine basis and can include dealing with orders and payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, aftercare, service recovery or gaining insight through measuring customer satisfaction.

Entry Requirements

The selection process will include a basic initial assessment and an interview during which suitability, commitment and interest for the programme will be determined.

What will I learn?

- Understanding who customers are, the difference between internal and external customers, and how to recognise and adapt to different customer needs, priorities, and expectations.
- Knowing the purpose of the organisation, what the brand promise means, and how core values link to the service culture.
- Understanding internal policies and procedures, including complaints processes and digital media policies.
- Knowing the legislation and regulatory requirements that affect the business, and understanding personal responsibility when applying these in service delivery.
- Knowing how to use systems, equipment, and technology to meet customer needs, and understanding the measurement and evaluation tools used to monitor customer service levels.
- Understanding their role and responsibilities, the impact of their actions on others, and the targets and goals they are required to meet.
- Understanding how to gather facts, build trust, and create a positive customer experience.
- Keeping up to date with the products and services offered by the organisation.
- Using questioning, listening, and responding techniques to build rapport, identify customer needs, and create positive engagement.
- Using appropriate verbal and non-verbal communication, summarising information clearly, and using suitable tone and language across face-to-face, written, and digital communication.
- Providing clear explanations and offering options to help customers make informed and mutually beneficial decisions.
- Organising their own workload, prioritising tasks, and meeting deadlines.
- Showing patience and calmness during conflict or challenge, understanding the customer’s perspective, using appropriate signposting or solutions, and maintaining clear communication during service recovery.
- Taking responsibility for keeping their service knowledge and skills up to date, and identifying development opportunities.
- Seeking and acting on feedback to maintain or improve service skills and knowledge.
- Communicating and working effectively with others to help customers, and sharing learning, case studies, and recommendations to support good practice.
- Treating customers as individuals, providing a personalised service, and upholding the organisation’s values and service culture.
- Demonstrating pride in their role through appropriate presentation, confident communication, and delivering work “right first time” by clearly identifying customer

needs, managing expectations, and taking ownership from first contact to completion.

What skills will I gain?

How will I be assessed?

Throughout the programme the apprentice will receive expert training from highly qualified staff A qualified assessor will provide an induction and regular workplace assessments

What can I do next?

With experience, you could progress to team leader or customer services manager. You could also move into sales or account handling.

Delivery

Location:
Start Date:
Day:
Time:
Course Fee:
Course Code: AP0071
Study Mode: Full Time, Work Based Learning

Apply online: **www.wolvcoll.ac.uk/apply**