

# Customer Service Practitioner

## Level 2

**Earn** as  
you learn

**Work as  
you learn**

**Great  
experience**

**#Future  
#Customer  
service**

Average  
**salary\***  
once qualified  
£18,579-  
£24,000



# Customer Service Practitioner Level 2

A customer service practitioner is responsible for delivering high-quality products and services to customers, acting as the first point of contact in a variety of settings. This role involves interacting with customers through multiple channels, such as face-to-face, telephone, email, and social media, handling tasks like processing orders, payments, offering advice, resolving issues, and gathering feedback. Practitioners may work in any sector and are expected to provide excellent service whether in the workplace, working remotely, or out in the community.

The actions of a customer service practitioner directly impact the customer experience and overall satisfaction with the organisation. Practitioners must demonstrate strong customer service skills, product or service knowledge, and adhere to the organisation's standards and regulatory requirements. Customer interactions can range from routine to complex, requiring adaptability and professionalism in every situation.

This apprenticeship is a 12-month programme, followed by a two-month End Point Assessment (EPA), all delivered in the workplace. Assessment methods include written work, discussions, observations, and a final EPA. Apprentices must also complete 'off the job training' during working hours to gain new knowledge beyond their usual role. Successful completion leads to eligibility for professional membership with the Institute of Customer Service, and can open pathways to further professional development and management roles in customer service.

## Entry Requirements:

GCSE English and Maths at A\*-D / 9-3 or equivalent.

If you do not hold the necessary grades, you may have the opportunity to complete a functional skills course alongside your apprenticeship. Suitability will be determined following an initial assessment and diagnostic.

## Career Development:

Once qualified, you could pursue roles such as Customer Service Advisor, Technical Support Representative, Social Media Customer Care Associate, Law Assistant, Client Relations Associate, or Patient Care Coordinator, with opportunities to work in a variety of sectors; the next step for career progression is the Customer Service Specialist Level 3 apprenticeship or Business Administration apprenticeship.

## Main developmental areas



### 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
- Team working
- Equality – treating all customers as individuals
- Presentation – dress code, professional language
- "Right first time"



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