

# CUSTOMER SERVICE Apprenticeship

## STUDENT FACTSHEET YOUR FUTURE STARTS HERE

Want to provide excellent customer service and become a part to the success of a company? Start a Customer Service Apprenticeship to provide a high quality service to customers in person or online, developed by the leading industry experts in the UK.

### Key Information

Level	2
Duration	12 months
Entry requirements	- 16 years or over. - Please contact our Apprenticeship team for further entry requirements.
Delivery	A minimum of 30 hours of on the job training at work place per week including a day/ block release to study theory at our Uxbridge/ Hayes/ Harrow campus
Typical job titles	Customer Service Assistant/ Customer Service Advisor/ Customer Service Operater/ Customer Service Representative
Key responsibilities	Provide a high quality service to customers in person or online that includes dealing with orders, payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, after care, service recovery or gaining insight through measuring customer satisfaction.
Qualifications	- Completion based on end-point assesment - Level 1 English & maths
Progression	Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at a Professional level.

### Choose a Trusted Provider



We are a top provider in London with consistently high success rates



We are the largest college group providers of apprenticeships in west London



We work with major companies including British Airways, Brunel University London & Menzies etc.



Most of our apprentices secure employment at the end of their apprenticeship

Discounted travel with an Apprentice Oyster card

Discounts on shopping with an NUS Apprentice Extra Card

#### Employers involved in creating this standard:

Boots UK, Institute of Customer Service, Accelerator Solutions Ltd, Berkeley Homes Ltd, British Polythene Ltd (t/a bpi.recycled products), British Council, British Gas Services Ltd, BT plc, Carillion plc, E.ON UK Ltd, Northern, Powergrid, Osborne Property Services Ltd & Superdrug Stores plc.

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 @HRUCSkills



**Apprenticeships & Skills**  
 Harrow, Richmond & Uxbridge Colleges

## Sample Modules and Content

Knowledge	What is required?
Knowing your Customers	Understand the different needs and priorities of your customers and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective
Your Role and Responsibility	Understand your role and responsibility within your organisation and the impact of your actions on others
Product and Service Knowledge	Understand the products or services that are available from your organisation and keep up-to-date
Meeting Regulations and Legislation	Know the appropriate legislation and regulatory requirements that affect your business. Know your responsibility in relation to this and how to apply it when delivering service.
Skills	What is required?
Interpersonal Skills	Use a range of questioning skills, i.e. listening & responding in a way that builds rapport, determines customer needs & expectations & achieves positive engagement & delivery
Dealing with Customer Conflict and Challenge	Demonstrate patience and calmness. Show you understand the customer's point of view. Use appropriate sign-posting or resolution to meet your customers needs and manage expectations. Maintain informative communication during service recovery.
Behaviour	What is required?
Equality – Treating all Customers as Individuals	Treat customers as individuals to provide a personalised customer service experience. Uphold the organisations core values and service culture through your actions.
Being Open to Feedback	Act on and seek feedback from others to develop or maintain personal service skills and knowledge.

## Frequently Asked Questions

### What is new apprenticeship standard?

Apprenticeships in England are changing. Because of government reforms, a new style of apprenticeships has been designed to meet the needs of employers, learners and providers.

### How will I be assessed?

You will be assessed continually in knowledge, skills and behaviour areas at work. Towards the end of the apprenticeship, employers and providers will 'sign-off' the apprentice as ready for the end-point assessment.

Signing-off an apprentice indicates the employer and providers believe their knowledge, skills and behaviours are the level required to gain an apprenticeship. This sign-off is called the 'gateway'.

End-point assessment replaces the continuous assessment which leads to qualifications. The assessment organisation and the assessor must be independent of, and separate from the training provided by the provider and employer.

### Do I already need to have a job to start an apprenticeship?

You should be working a minimum of 30 hours per week in a job. If you are unemployed, view our vacancies to apply for a job:

[www.hruc.ac.uk/apprenticeships](http://www.hruc.ac.uk/apprenticeships)

### Can I start an apprenticeship after Year 11?

Yes, you can! Young people in England must stay in education or training until they turn 18. If you're looking for a different option after Year 11, an apprenticeship could be the answer for you!

### How much does an apprenticeship cost?

There is no cost for you to do an apprenticeship if you are 16 years old or over and you will be paid a wage.

View our vacancies to apply

[www.hruc.ac.uk/apprenticeships](http://www.hruc.ac.uk/apprenticeships)



Already working? Upskill!

Turn your job into an apprenticeship. Call us on **01895 853622 / 0208 909 6328** to get you started.