

CUSTOMER SERVICE Apprenticeship

EMPLOYER FACTSHEET GROW YOUR OWN TALENT

Gear your staff with the skills needed to provide a high quality service to customers in person or online, developed by the leading industry experts who provide excellent customer care 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 Operator/ 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	- End-point assessment - Level 2 English and math
Progression	Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level

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



We are the largest college provider of apprenticeships in west London



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



Government funding may be available. Eligibility and criteria apply

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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Apprenticeships & Skills
Harrow, Richmond & Uxbridge Colleges

Modules and Content

Knowledge	What is required?
Systems and Resources	Know how to use systems, equipment and technology to meet the needs of your customers
Understanding the Organisation	Know the purpose of the business and what 'brand promise' means. Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation
Meeting Regulations and Legislation	Know the appropriate legislation and regulatory requirements that affect your business
Knowing your Customers	Understand who customers are & the difference between internal & external customers & their different needs & priorities of your customers & the best way to manage their expectations & recognising & knowing how to adapt style
Your Role and Responsibility	Understand your role and responsibility within your organisation and the impact of your actions on others. Know the targets and goals you need to deliver against
Customer Experience	Understand how establishing the facts enable you to create a customer focused experience and appropriate response
Product and Service Knowledge	Understand the products or services that are available from your organisation and keep up-to-date.
Skills	What is required?
Interpersonal Skills	Use a range of questioning skills, listening & responding in a way that builds rapport, determines customer needs & achieves positive engagement & delivery
Communication	Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand
Influencing Skills	Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation
Personal Organisation	Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines
Dealing with Customer Conflict and Challenge	Demonstrate patience and calmness. Show you understand the customer's point of view. Maintain informative communication during service recovery.
Behaviour	What is required?
Developing self	Take ownership for keeping your service knowledge & skills up-to-date. Consider personal goals & propose development that would help achieve them
Being open to feedback	Act on and seek feedback from others to develop or maintain personal service skills and knowledge
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.
Team working	Share personal learning and case studies with others, presenting recommendations, and improvement to support good practice.
Presentation – dress code, professional language	Demonstrate personal pride in the job through appropriate dress and positive and confident language
"Right first time"	Use communication behaviours that establish clearly what each customer requires and manage their expectations.