

# CUSTOMER SERVICE PRACTITIONER



## Who is it for?

The role of a customer service practitioner is to deliver high quality products and services to the customers of the organisation. Their core responsibility will be to provide a high quality service to customers which will be delivered from the workplace, digitally or through going to customers locality. These may be one-off or routine contacts and include 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.

### About the course

The Apprenticeship is made up of:

**A BTEC Diploma for Customer Practitioners-** it comprises of 8 Units, these include Understanding Your Employer Organisation, Understanding How to Deliver High Quality Customer Service, Understanding Personal Effectiveness in a Customer Service Work Environment, Understanding Communication in a Customer Service Environment, Communicating with Customers Effectively, Delivering High-Quality Customer Service, Handling Customer Conflict and Challenge and Managing Personal Effectiveness in a Customer Service Job Role. The trainer will support the learner through the diploma which includes observations, professional discussions as well as written work.

**Functional skills English and Math's** – If the learner does not have English and Math's Qualifications GCSE or equivalent at grade C & above, then to complete the course they will work with a qualified functional skills tutor to complete the qualifications required.

**End Point Assessment** - During the course, the learner will be working towards the knowledge, skills and behaviours to go to gateway. These comprises of a showcase, an hour observation and an hour professional discussion this is completed with the end point examination organisation assessors. The trainer will support the learner throughout the course to be ready for EPA.

### The programme includes:

- Interview and induction programme
- Unlimited support and guidance from a qualified trainer via phone and email
- All programme documentation, files and materials
- One to one portfolio review session
- Regular workshops held in the workplace at pre-agreed dates and times
- Verification and certification on completion

### What are the benefits for employers?

- Higher skilled and more motivated workforce
- Improved self confidence in carrying out work-based tasks
- Increased efficiency
- Reduction in staff turnover

### What are the benefits for learners?

- A BTEC Level 2 Diploma and apprenticeship qualification
- Opportunity to do further course
- Career progression

For further information about the delivery of this award please contact  
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