



Linked to our Professional Specialisms Pathway providing career advancement and progression opportunities.



CUSTOMER SERVICE PRACTITIONER

Designed for individuals looking to develop the skills needed to deliver exceptional customer service, this apprenticeship equips learners with practical experience in handling customer interactions, problem-solving, and communication across a range of sectors.

For Individuals

Ideal for employees in roles such as Customer Service Advisor, Sales Assistant, Receptionist, or anyone starting a career in customer-facing roles.

Key Benefits

- Develop key skills in communication, problem-solving, and customer relationship management.
- Gain confidence in handling diverse customer interactions effectively and professionally.
- Learn to deliver consistent, high-quality service that meets organisational and sector standards.

For Employers

For organisations seeking to strengthen customer service capability, enhance customer satisfaction, and develop confident, professional staff.

Key Benefits

- Increase workforce capability with skilled, confident customer service professionals.
- Enhance customer satisfaction, loyalty, and overall business reputation.
- Develop employees who can resolve issues efficiently and represent your brand effectively.



Level 2



13+ months
Approximate on-programme training (does not include EPA period)



£0 to £175
Maximum cost for non-levy employers and micro-businesses



£3,500
Maximum cost/funding for levy employers

Knowledge

- Knowing your customers and organisation
- Meeting regulations and legislation
- Systems and resources
- Your role and responsibility
- Customer experience
- Product and service knowledge

Skills

- Self-Awareness and your roles and responsibilities
- Interpersonal skills
- Your customers
- Your organisation
- Legislation
- Systems
- The customer experience
- Products and services
- Communication
- Influencing skills
- Personal organisation and professionalism

Behaviours

- Developing self
- Being open to feedback
- Team working
- Equality - treating all customers as individuals
- Presentation and dress code
- Professional language

Modules are delivered holistically through-out the programme.

