



Why Work as a... Customer Service Practitioner

A solution for your training needs and career progression

ROLE OVERVIEW

The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. Your core responsibility will be to provide a high quality service to customers which will be delivered from the workplace, digitally, or through going out into the customer's own locality. These may be one-off or routine contacts and include dealing with orders, payments, and fixing problems.

KEY POINTS

- **Level:** 2
- **Duration:** 12 months + End Point Assessment
- **Entry requirements:** You may be required to undertake training in maths and English. See [HERE](#) for more information
- **Career progression:** Options include Retailer, Event Assistant, HR Support, Travel Consultant and more!

KNOWLEDGE REQUIREMENTS

- Understand the difference between internal and external customers
- Know the purpose of the business and what 'brand promise' means
- Know the appropriate legislation and regulatory requirements that affect your business
- Understand types of measurement and evaluation tools available to monitor customer service levels
- Understand your role and responsibility within your organisation and the impact of your actions on others
- Understand how establishing the facts enable you to create a customer focused experience and appropriate response

SKILL REQUIREMENTS

- Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand
- Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation
- Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines
- Show you understand the customer's point of view
- Consider personal goals and propose development that would help achieve them

BEHAVIOUR REQUIREMENTS

- Act on and seek feedback from others to develop or maintain personal service skills and knowledge
- Treat customers as individuals to provide a personalised customer service experience
- Demonstrate personal pride in the job through appropriate dress and positive and confident language
- Use communication behaviours that establish clearly what each customer requires and manage their expectations

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