



CUSTOMER SERVICE PRACTITIONER

CUSTOMER SERVICE - LEVEL 2

Businesses are remembered for their staff's behaviour and actions. As a customer service practitioner you will be delivering high quality service to customers in your work place. Your actions will influence the customer experience and their satisfaction with your organisation. As a result, you will have to demonstrate excellent customer service skills and behaviours when delivering to your customers.

This professional development programme is most suited to you if you are working in a Customer Service role, such as:

- Customer Service Advisor
- Call Centre Advisor
- Receptionist
- Telesales Advisor

ABOUT THE PROGRAMME

This professional development programme will enhance and hone your knowledge in:

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

You will be marked and assessed on your competency and ability to put your knowledge into practice. The units are broken down below:

- **Understanding the organisation:** This unit will help you know the purpose of your business and what "brand promise" means, know the company values and know the internal policies and procedures, including complaints and digital media policies.
- **Meeting regulations and legislation:** You'll know the appropriate legislation and regulatory requirements that affect your business and understand your responsibility in relation to this.
- **Systems and resources:** You'll learn how to use systems, equipment and technology to meet the needs of your customers and understand the tools available to monitor customer service levels.
- **Your role and responsibility:** You'll understand your role and responsibilities and the impact of your actions and know the targets and goals you need to perform to.
- **Customer Experience:** You'll know how establishing facts enable you to create a better experience for the customer and why this is important, and you'll begin to learn how to build trust with a customer and why this is important.
- **Product and Service Knowledge:** You'll understand the products or services that are available from your organisation and keep up-to-date with these.



You will also be marked on the skills that you have acquired during your professional development programme.

- You'll show that you can use a range of questioning skills including listening and responding in a way that creates positive engagement.
- You'll learn the effects of your language and body language on your customer's experience
- You'll be able to organise yourself, prioritise your own workload/activity and work to meet deadlines
- You'll be able to show you understand the customers' point of view and demonstrate patience and calmness.

PROFESSIONAL RECOGNITION

Completion of this programme will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level.

ENGLISH AND MATHS

Level 2 English and Maths will need to be passed, if not already, prior to taking the end point assessment.

LENGTH OF PROGRAMME

It will take an average of 12 months to complete this professional development programme.

PROGRAMME DELIVERY

You will receive dedicated time with your tutor through 1 to 1 coaching, group training sessions and remote support via e-mail, phone and Skype as required. Specific programme delivery will be agreed between your employer, Babington Group and your line manager. All physical and digital course materials will also be provided, enabling you to learn anytime, anywhere.

MAXIMUM FUNDING BAND

£4,000

For Levy paying employers, the full cost of the training and assessment can be covered. For non-Levy paying employers, they may be required to contribute up to 10% of the cost of training and assessment.