

# Customer Service Practitioner (L2) Apprenticeship Standard

**Level:** 2

**Type:** Part Time, Apprenticeship

**Start Date:** Various - Various

**Course Code:** CQ4AS2CS

**Typical Duration:** 15 Month(s)

**Need to speak to us about a course?**

01223 428820

training@camre.ac.uk

Register Interest: www.camre.ac.uk/contact/register-your-interest/

Checkout the latest apprenticeship job vacancies and sign up for job alerts: www.camre.ac.uk/appr-vacancies

All businesses, whether office-based or retail-based, can benefit from effective customer service and Customer Services Apprenticeships offers skills and knowledge needed to equip employees of all levels to provide excellent customer service. Customer Service Practitioner Standards focuses on giving learners the understanding and knowledge of the principles of excellent customer service and is aimed at those currently working in or about to start work in a job role that provides customer service.

Apprenticeships are made up of framework of qualifications and training based on testing competency and developing practical, occupational and transferable skills.

STANDARDS:- Knowledge, Skills & Behaviours

PRACTICAL/COMPETENCY ELEMENT
Level 2 Diploma in Customer Service

Mandatory units:
• Deliver customer service
• Understand customers
• Principles of customer service
• Understand employer organisations
• Manage personal performance and development

Choose from a range of optional units to enhance your learning experience and tailor the programme to your individual training needs.

TRANSFERABLE SKILLS:
• Functional Skills in Maths Level 1/2 and English Level 1/2.

**About the course**
All businesses, whether office-based, retail-based or customer-facing in any sector, rely on effective customer service to create positive experiences and build lasting relationships. The Customer Service Practitioner Apprenticeship equips employees at all levels with the essential knowledge, skills, and behaviours needed to deliver high-quality customer service. This apprenticeship helps learners understand what excellent customer service looks like, why it matters, and how to apply it in real working situations.

The Standard covers the key principles of customer service, including communication, understanding customer needs, problem-solving, and presenting a professional image. Learners also develop practical skills such as handling enquiries confidently, using company systems, working as part of a team, and managing challenging situations calmly and effectively. Alongside this, the apprenticeship focuses on positive behaviours such as taking responsibility, showing initiative, and acting as an ambassador for their organisation.

This apprenticeship is suitable for a wide range of job roles, including sales assistants, receptionists, call centre operators, customer service assistants, and administration support assistants — or any role where employees interact with customers and contribute to the customer experience.

**Progression and career opportunities**
Progression to NCFE Level 3 Customer Service Specialist, or further learning.

**Entry requirements**

The entry requirements for this qualification; learners must be employed in a suitable customer service role and hold GCSE Grade 3 or above in English and Mathematics, unless they are aged 19 or over.

**Assessment**

This programme is fully delivered in the workplace and focuses on developing the knowledge, skills and behaviours needed to succeed in a customer service role.⊠⊠Assessment takes place throughout the programme using a variety of methods, including observations, professional discussions, questioning, witness testimony and workplace evidence.⊠⊠At the end of the programme, learners will go through Gateway and complete the three components of End Point Assessment.

1. An Apprentice Showcase and Interview

Portfolio-based interview around the evidence requirements that demonstrate achievement of the portfolio-based knowledge, skills and behaviours.

2. A Practical Observation

A one-to-one observation of the learner completing normal work, within their usual working environment.

3. A Professional Discussion

A structured discussion providing the learner the opportunity to demonstrate their knowledge, skills and behaviours.

**Disclaimer**

Whilst every effort is made to ensure the information is correct, some details may be subject to change. Cambridge Regional College reserves the right to make amendments to the courses, dates, fees or other details, and to make cancellations or changes if numbers are insufficient.