

ncfe.

customer service practitioner.

Apprenticeship Standard NCFE Solution Brief

UP
TO **£4k**
GOVERNMENT
FUNDING BAND

TYPICAL
DURATION **12mth**
APPRENTICESHIP
PROGRAMME

level 2
5 GCSE PASSES AT GRADES
A* TO C EQUIVALENT

Overview

Great customer service is a critical brand differentiator that's key to the success and reputation of your business. Instilling top skills in your customer facing teams is vital to serving customers in the best way possible. An integral part of the product experience, delivering great service minimises customer churn and makes it possible to compete effectively in a crowded marketplace.

Your apprentice will undergo a 12 month apprenticeship training programme at Level 2, during which they will be supported with on and off the job training to assist their development. Throughout, they will collect evidence of their success with customer feedback, recordings, performance evaluations and witness statements that document their progression.

Role profile

Customer Service Practitioners ensure that the needs of customers are satisfied. Their aim is to provide excellent customer service and promote customer-centric behaviours throughout the organisation they work for.

The role requires apprentices to perform a range of service delivery functions including dealing with orders, payments, offering advice and guidance, problem resolution, after care and service recovery. Apprentices can also help develop and implement a customer service policy for the entire organisation, finding ways to measure customer satisfaction and improve services.

Regardless of the channel they work within - on the phone, social media, web chat or face-to-face with customers - your customer service agents perform a vital role and keeping their skills sharp is essential for the agility of the organisation.



apprenticeship journey.



Mock Assessments

Ensuring everyone has the most accurate expectations of end-point assessment (EPA) is essential. Providing mock assessment materials and guidance for all of our assessment methodologies, we empower providers and apprentices to structure learning towards the EPA format to assure the best chance of success.



Gateway

The decision to take an apprentice through Gateway is made between the employer, Independent Training Provider (ITP) and apprentice. The apprentice must have achieved all the required on-programme elements before they enter Gateway. We provide a Gateway guide to all of our providers to support them with this process. This ensures that the apprentice is only put forward when they are ready and comfortable to take the EPA.

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2

end-point assessments.



Apprentice Showcase

65%

Designed to evidence professional competence at the required level, the Apprentice Showcase enables apprentices to reflect and present examples of their development over the whole on programme period.

With guidance from the employer and training provider, and using the assessment briefs provided by NCFE, the apprentice will select appropriate evidence from their on programme portfolio to demonstrate the minimum requirements at the final stage of the programme as an Apprentice Showcase.

The apprentice will be assessed on their:

- understanding of the organisation
- knowledge of the legislative/regulatory requirements that relate to their organisation
- ability to use systems and resources to meet the needs of customers
- product and service knowledge
- influencing skills
- personal organisation – ability to prioritise workloads/activities
- self-development – keeping knowledge and skills up-to-date
- ability to deal with customer conflict and challenge
- being open to feedback
- team working.

The Apprentice Showcase is assessed by the Independent End-Point Assessor (IEPA), who will interview the apprentice to delve deeper into their learning and experience.



ASSESSMENT DELIVERY – digital first, on-demand delivery via an online video conference platform.



GRADE WEIGHTING - 65% of final mark to achieve a Pass, 100% of the Pass criteria learning outcomes need to be met. To achieve a Distinction, 70% of the Distinction criteria learning outcomes need to be met.



End-Point Assessment

Defined by the employer-led trailblazer action group, the assessment plan for Customer Service Practitioner has 3 modes of assessment: the Apprenticeship Showcase, the Practical Observation and the Professional Discussion. NCFE will ensure the appropriate allocation of the Independent End-Point Assessor (IEPA) to see each apprentice through all modes of assessment and assure consistent quality of assessment.



Certification

Once the IEPA verifies the apprentice has successfully completed all EPAs, NCFE will activate certification. Working with the apprenticeship certificate issuing authority, we'll ensure the apprentice receives their certificate – a worthy recognition of their hard work and achievement and the currency that can help further their career.

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Practical Observation

20%

Pre-planned and scheduled for a date and time when the apprentice is in their normal place of work, the Practical Observation is carried out by the IEPA. The Observation enables the apprentice to evidence their skills, knowledge and behaviours from across the standard to demonstrate genuine application to demanding work objectives. Each situation within the observation will be different and may include: handling a general enquiry, dealing with a customer complaint or request for further information or detail. Critical to the standardised quality of the assessment is the inclusion of the apprentice's presentation, equality, interpersonal skills, communication and personal organisation. Areas of the standard which were not possible to evidence during the Observation will be discussed subsequently as part of the Professional Discussion with the IEPA.



ASSESSMENT DELIVERY – on site, in the workplace to see the apprentice at their best.



GRADE WEIGHTING - 20% of final mark to achieve a Pass, 100% of the Pass criteria learning outcomes need to be met. To achieve a Distinction, 80% of the Distinction criteria learning outcomes need to be met.



Professional Discussion

15%

In this concluding assessment module, and following the Practical Observation, the IEPA leads an hour long discussion to uncover additional evidence of personal development activities and how this learning was applied to the role and workplace.



ASSESSMENT DELIVERY – digital first, on-demand delivery via NCFE's online platform, where appropriate, to the apprentice and employer.

GRADE WEIGHTING - 15% of final mark to achieve a Pass, 100% of the Pass criteria learning outcomes need to be met. To achieve a Distinction, 75% of the Distinction criteria learning outcomes need to be met.

Grading

Marks are awarded based on how the evidence presented across all assessment modes contributes to:

- what the apprentice has shown they can do against the requirements of their job role
- how the apprentice has approached their work and learning, and the way they have completed the tasks
- who the apprentice has worked with, demonstrating the interpersonal qualities they have brought to all their work relationships.

It is essential to demonstrate 100% of the Pass criteria learning outcomes to achieve the end-point assessment. In order to achieve a Distinction, the minimum percentage of Distinction criteria learning outcomes in each assessment must be met.

Progression

Once the Customer Service Practitioner (Level 2) is complete, the learning doesn't stop. NCFE offers a full suite of programmes designed to take your apprentice onward up the career ladder. Their next step is Team Leader/Supervisor (Level 3) and on to Operations/Departmental Manager (Level 5).



Delivery and pricing

NCFE is committed to offer value for money, high quality EPAs. Our 'digital first' approach provides flexible assessment methods for apprentices that limit the impact on the productivity of their working day. This enables us to provide the EPA for Customer Service Practitioner at a highly competitive rate. For levy payers within their digital account limit, 100% of this price is covered by government funding. For non-levy payers, 90% is covered by government funding and just 10% requires an employer contribution.

100%

of the price is covered with government funding for levy payers within their limit.

10%

employer contribution for non-levy payers.

why ncfе?

With over 170 years of assessment experience, we're a 'digital first' apprenticeship assessment organisation, making use of innovative new technology approaches to enhance the delivery and management of EPA. Recognised in The Times Top 100 not-for-profit companies listing 5 years in a row and placed in the Top 50 companies for customer service, you can trust NCFE to support your apprenticeship journey. As an Awarding Organisation, we're regulated by the Office of Qualifications and Examinations Regulation (Ofqual) in England, the Qualification Wales in Wales, and the Council for Curriculum, Examinations and Assessment (CCEA) in Northern Ireland.

let's get to work.

visit: ncfe.org.uk/epa | call: 0191 240 8950 | email: epa@ncfe.org.uk