



# Customer Service Practitioner

## ① What the role entails

Customer Service Practitioners ensure that the needs of the 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.



## ② On-programme assessment

The apprentice must achieve the following on-programme assessment requirements prior to Gateway:

- Achieve Level 1 English and maths
- Attempt Level 2 English and maths by sitting the test
- Apprentice showcase completed.



## ③ Gateway requirements

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.



## ④ End-Point Assessment

The end-point assessment for the Customer Service Practitioner contains 3 methods of assessment as outlined below:

### Apprentice Showcase

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. 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.

**Grade Weighting** - graded as a Pass or Distinction and carrying 65% of the final grading.

### Practical Observation

The Practical Observation enables the apprentice to evidence their skills, knowledge and behaviours from across the standard to demonstrate genuine application to demanding work objectives. Critical to the standardised quality of the assessment is the inclusion of the apprentice's presentation, equality, interpersonal skills, communication and personal organisation. The Observation lasts for a minimum of 1 hour, and any area of the standard which were not possible to evidence during the Observation will be discussed subsequently as part of the Professional Discussion.

**Grade Weighting** - graded as a Pass or Distinction and carrying 20% of the final grading.

### Professional Discussion

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.

**Grade Weighting** - graded as a Pass or Distinction and carrying 15% of the final grading.

## ⑤ Grade aggregation table

Pass	All Pass criteria achieved	
Distinction	All Pass criteria achieved, plus:	
	Apprentice Showcase	7 of 10 Distinction Criteria
	Observation	4 of 5 Distinction Criteria
	Professional Discussion	3 of 4 Distinction Criteria

## ⑥ Completion and 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.



## ⑦ What next?

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. The apprentice's next step is **Customer Service Specialist (Level 3)** and on to **Operations/Departmental Manager (Level 5)**.

## Why choose EPA Plus?

We are an approved End-Point Assessment Organisation (EPAO) specialising in EPA delivery across Health, Education & Care and Business apprenticeship standards. EPA Plus offers a flexible and reliable EPA solutions supported by sector expertise, guidance documents and proactive service and support.