

# LEVEL 2 OUTDOOR RETAIL CUSTOMER SERVICE PRACTITIONER

Providing customer service products and services for businesses and other organisations including face-to-face, telephone, digital and written contact and communications.



## Why STS?

- Operating nationally, our experienced team offers high quality training ensuring an apprentice attains the specific knowledge, skills & behaviours required to succeed in the role.
- Our apprenticeships are tailor-made, and we really mean it. Every aspect of delivery is unique, we cater specifically to the agile needs of each organisation to ensure objectives are met.
- We take the time to get to know business needs so that we can incorporate individual culture, vision and values into activities to ensure each apprenticeship fits in seamlessly.

## Learning Modes Available

1-2-1 teaching and observations;

A training specialist will coach, teach, and support apprentices at the workplace on a one to one basis, visiting at regular and agreed intervals.

Face to face teaching as a group;

Block delivery throughout the year with other apprentices in the area. The teaching location will be at a central point to those on the apprenticeship in the area.

Tutorials;

Apprentices will be offered regular 1-2-1 tutorial time remotely with their specialist trainer.

E-learning;

We provide an e learning platform with work and activities for apprentices to complete.

## Modules/Subjects Taught

### Knowledge

- Knowing your customers
- Meeting Regulations & Legislation
- Your Roles & Responsibilities
- Product & Service Knowledge

- Understanding the Organisation
- Systems & Resources
- Customer Experience

### Skills

- Interpersonal Skills
- Influencing Skills
- Dealing with Customer Conflict & Challenges

- Communication (face-to-face and/or non facing)
- Personal Organisation

### Behaviours

- Developing self
- Team Working
- Right First Time

- Being Open to Feedback
- Equality - Treating all customers as individuals
- Presentation - Dress Code & Professional Language

## Experiential Learning

All apprentices could attend a residential (overnight stay) at Skern Lodge in Bideford, North Devon, or at one of our partner venues across the UK.

- This experience provides added value to your apprentice's learning and is an opportunity for them to build confidence while undertaking exciting and learning-focused activities.
- Residential activities are designed to address the learning needs of you apprentice, as a result real personal growth can be achieved.





## Apprentice Entry Requirements

- GCSE grade 1 or above in Maths and English
- Applicants must have a suitable employer

## Mandatory Qualifications

No mandatory qualifications – However, learners may wish to complete a Customer Service Level 2 Diploma to support their Customer Service Practitioner Level 2 Standard apprenticeship.

## Progression Opportunities with STS

- Customer Service Specialist Level 3 qualification
- Sales Roles/Qualifications
- Marketing and Procurement
- Supervisor/Team Leader roles

## Typical Duration; 12 Months

If you are a Levy paying employer there is no additional cost to fund apprenticeships. Non-Levy paying employers pay just 0-5% of the cost, depending on the organisation's size.

## Occupation Duties

STS and employers work in partnership to ensure apprentices attain the knowledge, skills, and behaviours required to effectively carry out their role.

### Knowledge

#### Knowing your customers

- Understand who customers are.
- Understand the difference between internal and external customers.
- Understand the different needs and priorities of your customers and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective.

#### Understanding the organisation

- Know the purpose of the business and what 'brand promise' means.
- Know your organisation's core values and how they link to the service culture.
- Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation.

#### Meeting regulations and legislation

- Know the appropriate legislation and regulatory requirements that affect your business.
- Know your responsibility in relation to this and how to apply it when delivering service.

#### Systems and resources

- Know how to use systems, equipment and technology to meet the needs of your customers.
- Understand types of measurement and evaluation tools available to monitor customer service levels.

#### Your role and responsibility

- Understand your role and responsibility within your organisation and the impact of your actions on others.
- Know the targets and goals you need to deliver against.

#### Customer experience

- Understand how establishing the facts enable you to create a customer focused experience and appropriate response.
- Understand how to build trust with a customer and why this is important.

#### Product and service knowledge

- Understand the products or services that are available from your organisation and keep up-to-date.





## Skills

### Interpersonal skills

Use a range of questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations and achieves positive engagement and delivery.

### Communication

- Depending on your job role and work environment:
  - » Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or
  - » Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions.
- Use an appropriate ‘tone of voice’ in all communications, including written and digital, that reflect the organisation’s brand.

### Influencing skills

- Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation.

### Personal organisation

- Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines.

### Dealing with customer conflict and challenge

- Demonstrate patience and calmness.
- Show you understand the customer’s point of view.
- Use appropriate sign-posting or resolution to meet your customers needs and manage expectations.
- Maintain informative communication during service recovery.

## Behaviours

### Developing Self

- Take ownership for keeping your service knowledge and skills up-to-date.
- Consider personal goals and propose development that would help achieve them.

### Being open to feedback

- Act on and seek feedback from others to develop or maintain personal service skills and knowledge.

### Team Working

- Frequently and consistently communicate and work with others in the interest of helping customers efficiently.
- Share personal learning and case studies with others, presenting recommendations, and improvement to support good practice.

### Equality - treating all customers as individuals

- Treat customers as individuals to provide a personalised customer service experience.
- Uphold the organisations core values and service culture through your actions.

### Presentation – dress code, professional language

- Demonstrate personal pride in the job through appropriate dress and positive and confident language.

### “Right first time”

- Use communication behaviours that establish clearly what each customer requires and manage their expectations.
- Take ownership from the first contact and then take responsibility for fulfilling your promise.



## Contact us

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