



## Level 2

# Customer Service Practitioner Apprenticeship

*Develop your career, connect with peers, grow your confidence*



# Customer Service Practitioner Apprenticeship

**Your NHS Trust is partnering with Pearson TQ to deliver a unique development opportunity, where you can gain a nationally-recognised apprenticeship as part of your studies, to support your career progression.**

This contextualised programme of learning is workplace relevant and incorporates your Trust's strategy, business practices, policies and procedures.

It has been designed to elevate your customer service skills, ensuring that the training you receive is relevant to your job and you will gain the skills to deliver excellence to patients and their families.

*“ We are going to have a large number of staff working exceptionally well because of what they've learnt on the Apprenticeship. My advice would be, just go for it and it will pay off. You will definitely see that you will reap the rewards and it will definitely pay off in your favour. ”*

NHS Apprentice, 2023



# Why should I apply?

**Gain practical customer and patient care service skills** in real-world settings, equipping you with practical knowledge and experience that is highly valued in your NHS Trust.

**Achieve a nationally recognised Apprenticeship qualification** demonstrating your competence and commitment to your NHS Trust.

**Personal development opportunity** to enhance your communication, problem-solving and interpersonal skills, contributing to your personal development and professional confidence.

**Challenging and rewarding experience** which enables you to put your customer service theory and practice into first-class patient care services.

**Increased job satisfaction** resulting in you feeling empowered to turn your newly acquired skills into a patient-centred service, championing compassionate care for patients and their families.

**Advance your career** and open doors to personal and professional opportunities in customer service and your NHS Trust.

“ I really like coming together with everybody and getting other people's point of views and sharing in an open forum where everyone can share their thoughts. You can clearly see that a lot of thought, and a lot of preparation, has gone into delivering the Apprenticeship - it's very informative, a really good opportunity. ”  
NHS Apprentice, 2023

“ I know that my Apprenticeship is going to be beneficial for me in my current role and any roles that I decide to proceed in at a higher level. It's giving me the confidence and that extra nudge to progress in my career. ”  
NHS Apprentice, 2023

“ I have more confidence in myself and what I am doing. Now I have started applying the knowledge and skills I have learnt in my work, and I take the lead in some of the things that I was not doing before. ”  
NHS Apprentice, 2022

“ I've learnt things that I wasn't aware of before – the theory side of things for example, and so I know how to put that into practice and my confidence has grown. I am currently working towards a new role and have learned a lot which will help me once I've finished the apprenticeship. ”  
NHS Apprentice, 2022

“ I am really enjoying my Apprenticeship, meeting other colleagues that are on the Apprenticeship in our classroom sessions and having that independent time to kind of go away, do our own coursework and then meet again. ”  
NHS Apprentice, 2023

100%

of apprentices pass their End Point Assessment first time

[Pearson TQ]

87%

of apprentices achieve a Distinction in their EPA

[Pearson TQ]



**This programme offers the following resources to ensure your success:**

An enthusiastic, supportive and highly experienced Pearson TQ Skills Coach who will guide you through your learning journey and ensure you get the most out of your studies.

An Individual Training Plan to support your individual needs and develop your knowledge and skills.

A peer network to share ideas and learning.

Access to outstanding resources to support your work and life skills development.

Membership of the Association of Apprentices connecting you with other apprentices.



Career services and coaching to help you achieve and exceed your career goals.

# Programme overview

## Customer Service Practitioner Apprenticeship

### Who is the programme for?

Suitable for individuals aspiring to offer high-quality patient care services, supporting a patient-centred approach and enhancing the patient and their family experience.

### Example occupations

Porter, Receptionist, Housekeeper and other patient experience roles.

### Key responsibilities

Delivering high-quality patient care services; understanding your NHS Trust; effectively engaging with patients; handling queries and resolving issues; understanding and recommending appropriate options to customers; working within legal and Trust guidelines and policies; teamwork.

### Programme level

2

### End Point Assessment Organisation (EPAO)



### Programme length

12 - 15 months (including End Point Assessment).

### Independent learning

1 - 2 hours per week.

### Off-the-job training

6 hours per week, as part of your contracted work hours.

### Entry requirements

All apprentices must achieve Level 1 English and mathematics, or hold the equivalent qualifications, prior to taking End Point Assessment.

### What will you gain?

- An industry designed Level 2 Customer Service Practitioner Apprenticeship Standard
- Customer Service experience and insights.

### Progression

Apprentices may advance to patient care service specialist roles with the Level 3 Customer Service Specialist Apprenticeship Standard.

### Professional recognition

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



“ I find the classroom sessions really helpful with doing the research activity packs which then helps doing the assignments. I've learnt things that I wasn't aware of before – the theory side of things for example, and so I know how to put that into practice and my confidence has grown.

NHS Apprentice, 2022



# How will I learn?

**This programme includes a variety of delivery and support methods:**

- Dedicated Pearson TQ Skills Coach to guide you through your learning journey
- Regular one-to-one skills coach check-ins and progress reviews (every 10-12 weeks)
- Research learning packs
- Webinars
- One-to-one mentoring
- Peer network to share ideas
- E-portfolio (OneFile) and e-learning
- Digital apprentice handbook
- Job shadowing and mentoring
- Signposting to relevant in-house practical/ skills training
- Networking opportunities.

## What will I learn?

### **Understanding your Organisation**

- Purpose of your organisation and brand promise.
- Organisation core values and how they link to the service culture.
- Internal policies and procedures.
- Complaints process and digital media policies relevant to you and your organisation.

### **Knowing your Customers and the Customer Experience**

- Who are your customers?
- The difference between internal and external customers.
- Needs and priorities of customers.
- Communication.
- Being highly effective by adapting your style.
- Creating a customer focused experience.
- Building trust.
- Establish what the customer requires.
- Managing expectations.
- Taking ownership.

### **Your Role and Responsibilities**

- Taking ownership.
- Impact of actions on others.
- Delivering targets and goals.
- Dealing with customer conflict and challenge.
- Personal presentation and professional language.
- Team working.

### **Developing Yourself**

- Keeping knowledge and skills up to date.
- Self development to achieve personal goals.
- Influencing skills.
- Interpersonal skills.
- Personal organisation.
- Being open to feedback.

# Quality of training delivery

**Pearson TQ, your trusted delivery partner, is one of the UK's leading training providers, qualifying over 4,300 apprentices last year. They are passionate about helping to equip apprentices with the skills they need to enhance their employability prospects and to succeed in the changing world of work.**

“ Apprentices appreciate the opportunity to learn together with apprentices from different parts of their organisations in their online workshops. They greatly value the opportunity to gain industry-standard qualifications and to become members of recognised professional organisations upon completion of their course. ”

Ofsted Report, 2022

“ Tutors have a good understanding of apprentices' prior skills, knowledge and experience at the start of the course. They plan appropriate development goals relevant to apprentices' current and future job roles. Consequently, apprentices are well equipped to gain promotion. ”

Ofsted Report, 2022

“ [Apprentices] benefit greatly from a well-planned curriculum and the effective teaching support they get from their coaches. As a result, apprentices have positive attitudes to learning and are highly motivated to succeed in their training and at work. ”

Ofsted Report, 2022

“ Apprentices benefit from high-quality reviews with their tutor and line manager. ”

Ofsted Report, 2022

“ [Pearson TQ's] leaders and managers work very effectively with employers to design a highly relevant curriculum. Tutors plan well to include content that employers request. ”

Ofsted Report, 2022

Pearson TQ is listed on the Register of Apprenticeship Training Providers (RoATP) as a main provider

Ofsted graded 'Good' in November 2022

Quality Management ISO:9001

Investors in People Gold Award

Cyber Essential Plus certified

Defence Employer Recognition Scheme (Silver)

Pearson is listed in Stonewall's top 30 employers for 2023

Pearson received a top score of 100% on the Disability Equality Index®

Pearson TQ is an approved CMI centre:



Shortlisted for the CMI Partner Awards 'Outstanding Training Provider of the Year 2022'  
One of their apprentices won Highly Commended CMI 'Outstanding Apprentice of the Year 2022' Award.

## Key partners



Pearson TQ is assured by



Pearson TQ programmes are accredited by



# Find out more

Visit our website for case studies and more information about our Apprenticeship programmes:

[www.pearsoniq.com](http://www.pearsoniq.com)

Have further questions or need additional support? Contact Pearson TQ for more information:

[tqenquiries@pearson.com](mailto:tqenquiries@pearson.com)

# Association of Apprentices

Pearson TQ has partnered with the Association of Apprentices (AoA), a national, not-for-profit membership organisation which helps apprentices to connect, learn and fulfil their potential.

Apprentices can join the community, share experiences, communicate with people in similar situations, participate in specially curated events, and get support with everything from work skills to wellbeing.

Through our partnership, apprentices are eligible for free AoA membership with access to a bespoke social and professional networking platform that allows apprentices to unite with peers in a dedicated, inclusive virtual community and have access to thousands of resources to support apprentices work and life skills development.

