

Customer Service Practitioner

★ Level 2

£ £3,500

📅 12 months

1. What the role entails

Customer Service Practitioners make sure customers are satisfied. They provide excellent customer service and promote customer-centric behaviours throughout their organisation. 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

Before entering Gateway, the apprentice must complete the following on-programme assessment requirements:

- Level 1 English and maths
- Attempts at Level 2 Functional Skills English and maths by sitting the tests
- An Apprentice Showcase.

3. Gateway requirements

The employer, independent training provider (ITP) and apprentice make the decision to take the apprentice through Gateway. The apprentice must achieve all the required on-programme elements before they enter Gateway.



[View the full IfATE Customer Service Practitioner standard](#)

4. End-point assessment

The end-point assessment (EPA) for the Customer Service Practitioner contains 3 methods of assessment:

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 onprogramme period. The Independent End-Point Assessor (IEPA) will assess the Apprentice Showcase by interviewing the apprentice about their learning and experience.

Grade weighting – the Apprentice Showcase is graded as a Pass or Distinction, and it carries 65% of the final grade.

Practical Observation

The Practical Observation enables the apprentice to show their skills, knowledge and behaviours from across the standard. 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 one hour and any area of the standard which were not possible to evidence during the Observation will be discussed as part of the Professional Discussion.

Grade weighting – graded as a Pass or Distinction and carries 20% of the final grade.

Professional Discussion

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 carries 15% of the final grade.

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

We'll activate certification once the apprentice has successfully completed all EPAs, and the IEPA has verified this. Working with the apprenticeship certificate issuing authority, we'll ensure the apprentice receives their certificate.

7. What next?

The learning doesn't stop once the apprenticeship is complete. We offer a full suite of programmes to take your apprentice 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 NCFE?

We're an approved End-Point Assessment Organisation (EPAO) specialising in EPA delivery across health, education and care, and business apprenticeship standards. We offer flexible and reliable EPA solutions supported by sector expertise, guidance documents and proactive service and support.