

Customer Service Practitioner

This role is responsible for the delivery of high quality service to an organisation's customers, directly influencing the customer experience and their satisfaction with the organisation. The role may include one-off or routine contacts with customers, and include dealing with orders, payments, offering advice, guidance and support, meet-and-greet duties, sales, fixing problems and handling complaints, service recovery or gaining insight through measuring customer satisfaction.

Apprentices may be the first point of contact and work in any sector or organisation type. They will need to demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge.

You can see more information about the apprenticeship standard at [Skills England](#).



Assessment methods



Showcase

The showcase enables the apprentice to reflect and present examples of their development over their complete learning journey, using iCQ's showcase storyboards.



Observation

A 60-minute observation, enabling apprentices to demonstrate their skills, knowledge and behaviours from across the standard, against demanding work objectives.



Professional discussion

A 60-minute structured discussion between apprentice and an iCQ assessor, to establish the apprentices' understanding and application of knowledge, skills and behaviours.



Learning



Gateway



End-Point Assessment

The EPA Process



Gateway meeting:

training provider, employer and apprentice meet to determine if they are ready for their EPA, and submit any files as needed through the iLearner system.



Assessor meeting:

the employer and an iCQ Assessor meet to agree any evidence submitted by the apprentice and plan dates for assessments.



Learner preparation:

the employer and training provider make sure the learner is familiar with the iLearner tools and formats of their assessments.



End-Point Assessment is carried out by iCQ Assessor.

Cost	£480 (in-person), £445 (remote)
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With you every step of the way

iCQ support the complete apprenticeship journey for employers, training providers and learners through our innovative iLearner platform – making it easy and quick to record and track progress.



*Apprenticeship starts from 1st August 2025 are eligible for the 8-month minimum duration, starts before 1st August 2025 are subject to a 12-month minimum duration.