



Mapping Document for the Customer Service Practitioner Apprenticeship Standard (Level 2)

The purpose of this document is to show where the **Highfield Standards Apprenti-kit** textbook content and workbook questions, and the **Highfield Skills and Activities pack** activities, meet the outcomes and criteria of the **Customer Service Practitioner Apprenticeship Standard (Level 2)**.

It also shows where the **Highfield Level 2 Diploma for Customer Service Practitioners (RQF)** maps to the **Customer Service Practitioner Apprenticeship Standard (Level 2)**.

Where the **apprenticeship standard criteria** are not mapped word for word in the **qualification**, the criteria may be met implicitly.

Please note that where content for skills and behaviours has been identified in the **Apprenti-kit textbook**, this is underpinning knowledge only.

When using this mapping document, it is the responsibility of the training provider or employer to ensure that the learner meets the required outcomes and criteria.

Customer Service Practitioner Level 2 Apprenticeship Standard Knowledge Criteria

Apprenticeship Standard Module	Apprenticeship Standard Learning Outcome	Apprenticeship Standard Assessment Criteria (EPA Kit)	RQF Qualification Unit	RQF Qualification Learning Outcome & Assessment Criteria	Apprenti-kit Textbook Page	Apprenti-kit Workbook Question
M1. Knowing your customer	Understand who customers are. Understand the difference between internal and external customers.	K1.1 Explain the difference between internal and external customers in the context of their organisation.	Unit 1 D/615/6236	LO1: AC1.2	3,4	Q1
		K1.4 (D) Explain the importance of building good customer relationships to the organisation.	Unit 1 D/615/6236	LO1: AC1.1	4,5	Q2
		K1.5 (D) Explain the difference in the way internal and external customer relationships are managed.			5,6	Q3
	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.	K1.2 Describe the specific needs of different customers, including those protected under current Equality law.	Unit 1 D/615/6236	LO2: AC2.1	6,7	Q4
		K1.3 Explain when and how to adapt their service approach to meet the needs and expectations of customers.	Unit 1 D/615/6236	LO2: AC2.2	8	Q5
		K1.6 (D) Explain the importance of balancing the needs of both the organisation and its customers.			9	Q6

M2. Understanding the organisation	Know the purpose of the business and what 'brand promise' means.	K2.1 State the aims of the organisation in relation to its sector.	Unit 3 K/615/6238	LO1: AC1.1	3	Q1
		K2.2 State what is meant by the organisation's 'brand promise'	Unit 3 K/615/6238	LO3: AC1.2	3,4	Q2
	Know your organisation's core values and how they link to the service culture.	K2.3 Explain how the organisation's core values relate to its service culture.	Unit 3 K/615/6238	LO3: AC3.2	5	Q3
	Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation.	K2.4 State the purpose of different organisational policies and procedures that affect their customer service role.	Unit 3 K/615/6238	LO4: AC4.1	5,6,7,8	Q4
		K2.5 Describe the type of guidelines in a digital media policy that affect the use of social and digital media in the work environment.	Unit 3 K/615/6238	LO4: AC4.2	9	Q5

3. Meeting regulations and legislation	Know the appropriate legislation and regulatory requirements that affect your business.	K3.1 Explain how the relevant legislation and regulations affect the organisation's customer service provision.	Unit 4 M/615/6239	LO1: AC1.2	3,4,5, 6, 7,	Q1
		K3.4 (D) Explain the potential impact on the organisation if it fails to adhere to each of the relevant legislation and regulations.	Unit 4 M/615/6239	LO2: AC2.4	7,8	Q1
		K3.5 (D) Explain how a code of practice or ethical standards affects customer service.	Unit 4 M/615/6239	LO1: AC1.3	8,9	Q2
	Know your responsibility in relation to this and how to apply it when delivering service.	K3.2 State their responsibilities for keeping information confidential in the organisation.	Unit 4 M/615/6239	LO2: AC 2.1	9,10	Q3
		K3.3 State the responsibilities of employees and employers under the Health and Safety at Work Act.	Unit 4 M/615/6239	LO2: AC 2.2	10	Q2
4. Systems and resources	Know how to use systems, equipment and technology to meet the needs of your customers.	K4.1 Explain the use of the different systems, equipment and/or technology available in the organisation to meet customer needs effectively.			3,4,5,6, 7,8	Q1
	Understand types of measurement and evaluation tools available to monitor customer service	K4.2 Describe the measures and evaluation tools used in the organisation to monitor customer service levels.	Unit 3 K/615/6238	LO3: AC5.1	10,11, 12,13, 14,15, 16,	Q2

5. Your role and responsibility	Understand your role and responsibility within your organisation and the impact	K5.1 Explain how the actions taken in the context of their job role and responsibilities impact on others in the organisation.	Unit 5 H/615/6240	LO1: AC1.3	3,4,5,6,	Q1
	Know the targets and goals you need to deliver against.	K5.2 Describe how to achieve their agreed targets and goals.	Unit 5 H/615/6240	LO2: AC2.2	7,8,9,10,11, 12,13, 14,15	Q2
6. Customer experience	Understand how establishing the facts enable you to create a customer focused experience and appropriate response.	K6.1 Explain how an understanding of the facts can be used to create a customer focused experience.	Unit 1 D/615/6236	LO3: AC3.1	3,4,5	Q1
		K6.3 (D) Explain how to respond to customer needs and requirements positively.	Unit 1 D/615/6236	LO3: AC3.3	8,9,10	Q2
	Understand how to build trust with a customer and why this is important.	K6.2 Explain how to build trust with customers and the importance of doing so.	Unit 1 D/615/6236	LO3: AC3.2	11,12	Q3
7. Product and service knowledge	Understand the products or services that are available from your organisation and keep up-to-date.	K7.1 Explain the difference between the features and benefits of products and/or services in relation to the organisation.	Unit 3 K/615/6238	LO2: AC2.1	8,9,10	Q3
		K7.2 Describe how to maintain their knowledge of the organisation's products and or services.	Unit 3 K/615/6238	LO2: AC 2.2	3,4,5,6,7	Q1
		K7.3 (D) Explain why it is important to update their knowledge on the organisation's products and/or services.	Unit 3 K/615/6238	LO2: AC 2.3	7,8	Q2

Customer Service Practitioner Level 2 Apprenticeship Standard Skills Criteria

Apprenticeship Standard Module	Apprenticeship Standard Learning Outcome	Apprenticeship Standard Assessment Criteria (EPA Kit)	RQF Qualification Unit	RQF Qualification Learning Outcome & Assessment Criteria	Apprenti-kit Textbook Page (Underpinning Knowledge)	Skills and Behaviours Activity Kit Activity Number
8. 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.	S8.1 Demonstrate willingness and ability to engage with customers in a positive manner using relevant interpersonal skills.	Unit 2 H/615/6237	LO1: AC1.1	3	Activity 2
		S8.2 Work with customers to build a rapport, recognising and where possible meeting their needs and expectations	Unit 2 H/615/6237	LO1: AC1.2 AC1.4	3,4,5,6,7,8, 9,10,11	Activity 2
		S8.3 Show willingness to work with others and share ideas where appropriate.	Unit 2 H/615/6237	LO5: AC5.1	12,	Activity 2
		S8.4 (D) Demonstrate ability to adapt interpersonal skills when working on meeting the needs and expectations of different customers, showing knowledge of the application of the Equality Act when communicating (verbally or non-verbally).	Unit 2 H/615/6237	LO1: AC1.5 AC1.6	12,13	Activity 2
		S8.5 (D) Demonstrate ability to balance the needs and expectations of the customer with that of the organisation.			13,14	Activity 1,2
		S8.6 (D) Pro-actively work with others to ensure efficient customer service delivery.	Unit 2 H/615/6237	LO5: AC5.2	14,15	Activity 1,2

9. Communication	(Depending on your job role and work environment)	S9.1 Face to face'. Demonstrate ability to make initial customer contact and use appropriate verbal and non-verbal communication skills.	Optional Unit 7 M/615/6242	LO1: AC1.1	3,4	Activity 2
	Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications;	S9.2 Adapt tone, behaviour and body language when necessary, recognising and confirming understanding of needs and expectations.	Optional Unit 7 M/615/6242	LO1: AC1.2	5,6,7	Activity 2
	and/or	S9.3 Demonstrate ability to recognise when to summarise and the techniques to use.	Optional Unit 7 M/615/6242	LO1: AC1.3 AC1.4	7	Activity 2
	Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non- facing customer interactions.	S9.7 (D) In all roles, demonstrate ability to adapt communication - tone, behaviour and language - to different customers and their interactions, showing clear knowledge of the application of the Equality Act in all customer handing.	Optional Unit 8 T/615/6243 Optional Unit 7 M/615/6242	LO1: AC1.6 LO1: AC1.6	9,10	Activity 2
	Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand.	S9.4 Non- facing'. Demonstrate ability to make initial customer contact and make use of appropriate communication skills.	Optional Unit 8 T/615/6243	LO1: AC1.1	7,8	Activity 2
		S9.5 Adapts tone and behaviour when necessary, recognising and confirming understanding of needs and expectations.	Optional Unit 8 T/615/6243	LO1: AC1.2	9	Activity 2

		S9.6 Demonstrates ability to recognise and use reinforcement techniques during customer interactions.	Optional Unit 8 T/615/6243	LO1: AC1.4	9	Activity 2
		S9.8 (D) In all roles, demonstrate ability to flex to various customer personalities, while remaining calm and in control where necessary. They will also demonstrate they know the organisational procedures to be followed in all communication and the importance to the brand/ organisation of this requirement the importance to the brand/organisation of this requirement.	Optional Unit 7 M/615/6242 Optional Unit 8 T/615/6243	LO1: AC1.5 AC1.7 LO1: AC1.5 AC1.7	11,12,13, 14,15,	Activity 2
10. 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.	S10.1 Offer appropriate product and/or service options to meet the identified needs of customers and the needs of the organisation.	Unit 2 H/615/6237	LO3: AC1.1	3,4,5	Activity 2
		S10.2 Communicate to customers in a clear and coherent manner how the products and/or services offered meet their needs.	Unit 2 H/615/6237	LO3: AC1.2	5,6	Activity 2
		S10.3 Handle customer objections in a positive and professional manner.	Unit 6 K/615/6241	LO1: AC1.3	6,7	Activity 2
		S10.4 (D) Provide appropriate explanations to customers in situations where a mutually beneficial outcome cannot be reached.	Unit 6 K/615/6241	LO1: AC1.6	8	Activity 2

11. Personal Organisation	Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines.	S11.1 Prioritise and plan the completion of tasks according to agreed deadlines.	Unit 5 H/615/6240	LO2: AC2.3	3	Activity 1,2
		S11.2 Use appropriate tools and techniques to monitor the progress of tasks completion.	Unit 5 H/615/6240	LO2: AC2.4	4,5,6	Activity 1,2
		S11.3 (D) Respond in a professional manner to challenges and changes and adjust priorities accordingly.			6,7	Activity 1,2
12. Dealing with customer conflict and challenge	Demonstrate patience and calmness.	S12.1 Maintain calm and patience at all times when dealing with challenging customer situations.	Unit 6 K/615/6241	LO1: AC1.1	3,4,5	Activity 2
	Show you understand the customer's point of view.	S12.2 Demonstrate sensitivity to, and interest in, the customers' concerns.	Unit 6 K/615/6241	LO1: AC1.2	5,6	Activity 2
	Use appropriate signposting or resolution to meet your customers' needs and manage expectations.	S12.3 Communicate in a clear and coherent manner the next steps and/or options to meet the needs and expectations of customers.	Unit 6 K/615/6241	LO2: AC2.1	7,8	Activity 2
	Maintain informative communication during service recovery.	S12.4 Resolve customer conflicts and/or challenges in line with the relevant organisational policies and/or procedures.	Unit 6 K/615/6241	LO1: AC1.5	8	Activity 2

		S12.5 Keep customers informed of progress while resolving issues.	Unit 6 K/615/6241	LO2: AC2.2	9,10	Activity 2
		S12.6 Maintain accurate record of customer issues and progress to resolution.	Unit 6 K/615/6241	LO2: AC2.3	8,9	Activity 2
		S12.7 (D) Take ownership of customer issues, taking the appropriate actions to ensure customers' needs and expectations are met.	Unit 6 K/615/6241	LO1: AC1.7	10	Activity 2

Customer Service Practitioner Level 2 Apprenticeship Standard Behaviours Criteria

Apprenticeship Standard Module	Apprenticeship Standard Learning Outcome	Apprenticeship Standard Assessment Criteria (EPA Kit)	RQF Qualification Unit	RQF Qualification Learning	Apprenti-kit Textbook Page (Underpinning Knowledge)	Skills and Behaviours Activity Kit Activity Number
13. Developing Self	Take ownership for keeping your service knowledge and skills up-to-	B13.1 Conduct a self-assessment to identify their strengths and weaknesses in relation to the job role.	Unit 5 H/615/6240	LO3: AC3.1	3,4,5	Activity 1
	Consider personal goals and propose development that would help achieve them.	B13.2 Produce a personal development plan to support the achievement of their agreed learning and development goals.	Unit 5 H/615/6240	LO3: AC3.4	5,6	Activity 1
		B13.3 (D) Review the effectiveness of their personal development plan and update it	Unit 5 H/615/6240	LO3: AC3.5	6,7	Activity 1
14. Being open to feedback	Act on and seek feedback from others to develop or maintain personal service skills and knowledge.	B14.1 Seek constructive feedback about their customer service skills and knowledge from others.	Unit 5 H/615/6240	LO3: AC3.2	8,9,10	Activity 1
		B14.2 Use feedback from others to develop their customer service skills and knowledge.	Unit 5 H/615/6240	LO3: AC3.3	10	Activity 1

15. Team Working	Frequently and consistently communicate and work with others in the interest of helping customers efficiently.	B15.1 Work with others in a positive and productive manner.	Unit 2 H/615/6237	LO5: AC5.2	11,12	Activity 1,2
		B15.2 Communicate information in a timely and reliable manner to team members to support them in meeting customer needs efficiently	Unit 2 H/615/6237	LO5: AC5.3	12,13	Activity 2
		B15.4 (D)Recognise when to adapt personal behaviours and communication approach to meet the needs of team members and customers.	Unit 2 H/615/6237	LO5 AC 5.5	14	Activity 1
	Share personal learning and case studies with others, presenting recommendations, and improvement to support good	B15.3 Share personal learning and information with others to support good customer service practice.	Unit 2 H/615/6237	LO5: AC5.4	13	Activity 1,2
		B15.5 (D) Present reasoned ideas for improving customer service practice to the appropriate colleagues.			14	Activity 1,2
16. 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	B16.1 Recognise and respond to individual needs to provide a personalised customer service experience.	Unit 2 H/615/6237	LO1: AC1.3	15	Activity 2
		B16.2 Behave in a way that upholds the core values and service culture of the organisation.	Unit 2 H/615/6237	LO6: AC6.1	15,16	Activity 2

17. Presentation - dress code, professional language	Demonstrate professional pride in the job through appropriate dress and positive and confident language	B17.1 Present a professional image in line with the organisational dress code and code of conduct Or Demonstrate a positive attitude and welcoming approach consistently when dealing with customers	Optional Unit 7 M/615/6242	LO2- AC2.1 LO2- AC2.2	16,17 17,18	Activity 1,2
		B17.2 Maintain professional and positive language consistently in customer interactions.			18	Activity 1,2
18.Right first time	Use communication behaviours that establish clearly what each customer requires and manage their expectations.	B18.1 Demonstrate ability to confidently approach customers, remaining positive and professional when circumstances are challenging.	Unit 2 H/615/6237	LO4: AC4.1	19	Activity 2
		B18.2 They will show an ability to establish needs and expectations, working towards meeting them where possible, explaining			19	Activity 2
		B18.3 Demonstrate knowledge of the organisational products and/or services and knowledge and application of the organisation's policies and procedures.	Unit 2 H/615/6237	LO6: AC6.2 AC6.3	20	Activity 1,2
	Take ownership from the first contact and then take responsibility for fulfilling your promise.	B18.4 Demonstrate recognition of own role, responsibilities, level of authority and organisational procedures when dealing with	Unit 2 H/615/6237	LO4:AC4.2	20	Activity 1,2
		B18.5 Take ownership from beginning to end, building and maintaining a relationship with the customer.	Unit 2 H/615/6237	LO4: AC4.3	20	Activity 2

		B18.6 Recognise the importance of good customer service to the customer and in turn the organisation, making contact as promised, referring to others as necessary with all required detail, following up to	Unit 2 H/615/6237	LO4:AC4.4 AC4.5	21	Activity 2
--	--	--	------------------------------------	--------------------------------------	----	------------