

# CUSTOMER SERVICE PRACTITIONER PROFESSIONAL DISCUSSION APPRENTICE GUIDE



The Customer Service Practitioner Apprentice Guide is a tool to help give you the best possible chance of successfully demonstrating all the criteria required to achieve a pass or distinction in the Professional Discussion assessment as part of your Customer Service Practitioner apprenticeship.

Your professional discussion will usually last 60 minutes, you should take the time to show off and give examples of all the knowledge, skills and behaviours you have learnt during your apprenticeship.

During the professional discussion you can provide real life working examples of customer service scenario's you have been involved in whilst working towards your apprenticeship. Ensure you explain the scenario in full including; what happened, who was involved and how did you support the customer and meet their needs. Use the example scenarios provided in this document and box below to make notes to help you.

Throughout the professional discussion keep an eye on the time and make sure you cover all the areas and tasks you planned to show the assessor.

**Scenario Notes (include approximate dates occurred):**

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## Right first time

Describe how you deal with customers confidently, showing a knowledge of your organisational products and/or services and can build and maintain relationships with your customers.

In the example scenario you provide consider:

A difficult situation you have dealt with when you could not meet a customer's needs/ expectations. Explain if and how you managed to remain professional and positive in this challenging situation and how you involved your supervisor and/or line manager to try to resolve the issue and support the customer.

## Customer Experience

Explain how to respond to customer needs and requirements positively and the importance of building trust with your customers.

In the example scenario you provide consider:

When you dealt with a customer need or problem and needed to establish the facts/details and how this supported the customer experience and enabled you to respond to the customer appropriately.

## Your role and responsibility

Show an understanding your role and responsibility within your organisation and the impact of your actions on others and the targets you must achieve.

In the example scenario you provide consider:

- A time when you have met a customer's needs and your actions have impacted on other colleagues in your organisation.
- How you plan to and/or you have achieved your targets and goals.

## Knowing your Customers

Discuss who your customers are, explain the difference between internal and external customers and how you work with them.

Consider the difference in the way you manage internal and external customer relationships.

Provide an example of when you have had to adapt the service you offer to meet the needs and expectations wof a customer.

In the example scenario you provide consider:

- How you built a relationship with the customer and why that was important both to you and your organisation.
- How you balanced the needs of your organisation and the needs/expectations of the customer

## Interpersonal Skills

Describe how you engage with customers in a positive manner and work with customers to build a rapport, balancing their needs with those of your organisation.

In the example scenario you provide consider:

A time you have had to adapt your interpersonal skills in order to support different types of customers and had to work with colleagues, sharing ideas to meet the customers need/expectations.

## Communication

How you use a range of communication methods and both verbal and non-verbal communication skills when making initial contact with customers.

In the example scenario you provide consider:

A situation when you have had to adapt the way you communicated with a customer to best meet their needs or their characteristics/personality. How did you confirm the customers understanding? Also consider how you applied your company procedures and the Equality Act when dealing with and communicating with customers.