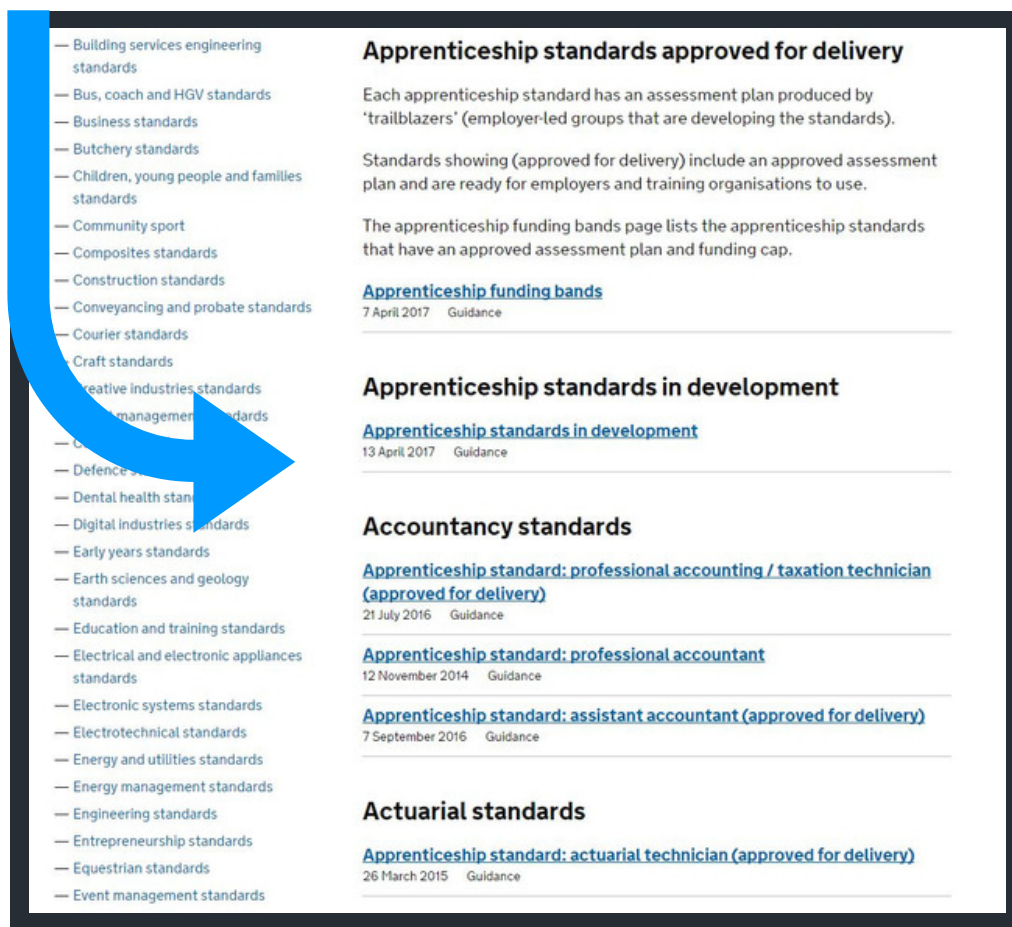


H O W   D O E S  
O N E F I L E   B U I L D  
**A P P R E N T I C E S H I P**  
**S T A N D A R D S ?**

# How does OneFile build apprenticeship standards?

Firstly, we check the government website to ensure the standard has been approved for delivery.



The screenshot shows the 'Apprenticeship standards approved for delivery' page on the UK Government website. A large blue arrow points from the left-hand navigation menu to the 'Apprenticeship standards approved for delivery' section. The navigation menu lists various standard categories, including Building services engineering, Bus, coach and HGV, Business, Butchery, Children, young people and families, Community sport, Composites, Construction, Conveyancing and probate, Courier, Craft, Creative industries, Event management, Defence, Dental health, Digital industries, Early years, Earth sciences and geology, Education and training, Electrical and electronic appliances, Electronic systems, Electrotechnical, Energy and utilities, Energy management, Engineering, Entrepreneurship, Equestrian, and Event management. The main content area is divided into four sections: 'Apprenticeship standards approved for delivery', 'Apprenticeship standards in development', 'Accountancy standards', and 'Actuarial standards'. Each section contains a brief description and links to specific standards.

**Apprenticeship standards approved for delivery**

Each apprenticeship standard has an assessment plan produced by 'trailblazers' (employer-led groups that are developing the standards).

Standards showing (approved for delivery) include an approved assessment plan and are ready for employers and training organisations to use.

The apprenticeship funding bands page lists the apprenticeship standards that have an approved assessment plan and funding cap.

[Apprenticeship funding bands](#)  
7 April 2017 Guidance

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**Apprenticeship standards in development**

[Apprenticeship standards in development](#)  
13 April 2017 Guidance

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**Accountancy standards**

[Apprenticeship standard: professional accounting / taxation technician \(approved for delivery\)](#)  
21 July 2016 Guidance

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[Apprenticeship standard: professional accountant](#)  
12 November 2014 Guidance

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[Apprenticeship standard: assistant accountant \(approved for delivery\)](#)  
7 September 2016 Guidance

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**Actuarial standards**

[Apprenticeship standard: actuarial technician \(approved for delivery\)](#)  
26 March 2015 Guidance

## Useful link:

List of approved standards

[www.gov.uk/government/collections/apprenticeship-standards](http://www.gov.uk/government/collections/apprenticeship-standards)

When both the standard and the assessment plan have been approved, our team can start building the standard.


Guidance

## Apprenticeship standard: customer service practitioner (approved for delivery)


From: [Institute for Apprenticeships](#)  
Part of: [Apprenticeship standards](#)  
First published: 21 August 2015  
Last updated: 20 January 2017, [see all updates](#)  
Applies to: England

Describes the job role that an apprentice will be doing and the skills required of them by the customer service sector.

### Documents



[Apprenticeship standard for a customer service practitioner](#)  
PDF, 246KB, 2 pages  
This file may not be suitable for users of assistive technology. [Request an accessible format.](#)



[Assessment plan for a customer service practitioner](#)  
PDF, 498KB, 24 pages  
This file may not be suitable for users of assistive technology. [Request an accessible format.](#)

## Apprenticeship standards

Each standard will be clearly identified with the following information:

- knowledge
- skills
- behaviours
- level
- duration
- entry requirements

# Example apprenticeship standard:

## Customer Service Apprenticeship Standard

**Role / Occupation:** Customer Service Practitioner

### Overview:

The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. Your core responsibility will be to provide a high quality service to customers which will be delivered from the workplace, digitally, or through going out into the customer's own locality. These may be one-off or routine contacts and include dealing with orders, payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, after care, service recovery or gaining insight through measuring customer satisfaction. You may be the first point of contact and work in any sector or organisation type.

Your actions will influence the customer experience and their satisfaction with your organisation. You will develop your customer service skills and behaviours as well as product and/or service knowledge to deliver high quality service to customers. You provide service in line with the organisation's customer service standards and strategies within appropriate regulatory requirements. Your customer interactions may cover a wide range of services and can include; face-to-face, telephone, post, email, text and social media.

Knowledge	
Knowing your customers	Understand who customers are.
	Understand the difference between internal and external customers.
	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.
Understanding the organisation	Know the purpose of the business and what 'brand promise' means.
	Know your organisation's core values and how they link to the service culture.
Meeting regulations and legislation	Understand the internal policies and procedures, including any complaints processes and media policies that are relevant to you and your organisation.
	• Understand appropriate legislation and regulatory requirements that affect your service.
Systems and resources	• Know how to use systems, equipment and technology to meet the needs of your customers.
	• Understand types of measurement and evaluation tools available to monitor customer service levels.
Your role and responsibility	• Understand your role and responsibility within your organisation and the impact of your actions on others.
	• Know the targets and goals you need to deliver against.
Customer experience	• Understand how establishing the facts enable you to create a customer focused experience and appropriate response.
	• Understand how to build trust with a customer and why this is important.
Product and service knowledge	• Understand the products or services that are available from your organisation and keep up-to-date.

Skills	
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.
Communication	• Depending on your job role and work environment: <ul style="list-style-type: none"><li>○ Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or</li></ul>

## How will this look in OneFile?

Knowledge, skills and behaviours will be created as individual units which will all be mandatory.

Occasionally some standards will also display optional units which will be created separately.

### Mandatory units:

Customer Service Practitioner Standard		
Mandatory Unit (Minimum: 0/ Maximum: 0)		
Select	Unit Code	Unit Title
<input checked="" type="checkbox"/>	1. Knowledge	will have knowledge of:
<input checked="" type="checkbox"/>	2. Skills	will be able to:
<input checked="" type="checkbox"/>	3. Behaviours	will demonstrate:

### Knowledge outcomes:

[Outcome 01] Knowing your customers	
Assessment Criteria	
1.1	Understand who customers are
1.2	Understand the difference between internal and external customers
1.3	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
[Outcome 02] Understanding the organisation	
Assessment Criteria	
2.1	Know the purpose of the business and what 'brand promise' means
2.2	Know your organisation's core values and how they link to the service culture

## Assessment plans

As well as the standard, we also check the assessment plan to find the additional information and requirements the learner must complete to achieve their apprenticeship.

## Important information

The assessment plan contains important information about monitoring learner progress throughout their apprenticeship programme. The tools for tracking learner progress will often include:

- Bespoke on-programme learning qualification or a formally recognised Awarding Body qualification
- Functional skills
- Mandatory professional qualifications
- Gateway to end-point assessment
- End-point assessment



# On-programme learning

Each plan should explain what on-programme learning should be carried out. In some cases, this will be the delivery of formal qualifications, but some assessment plans provide further guidance through appendices or occupational briefs.

Occupational brief:

Appendix A – Occupational Brief						
Module	Standard	What do I need to KNOW	Pass Criteria	Distinction Criteria	Method of Assessment	
Knowing your customers	1. Understand who customers are	1.1 Who are my customers?	Explain the difference between internal and external customers in the context of their organisation.	Explain the importance of building good customer relationships to the organisation.	Professional Discussion	
		1.2 Who are the organisations customers?				
		1.3 Describe the different types of customers?				
	2. Understand the difference between internal and external customers	2.1 What is an internal customer?				Explain the difference in the way internal and external customer relationships are managed.
		2.2 What is an external customer?				
		2.3 Who are the organisations internal customers?				
		2.4 Who are the organisations external customers?				
		2.5 What is the difference between internal and external customers to the organisation?				
	3. 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	3.1 What is the purpose of customer service?	Describe the specific needs of different customers, including those protected under current Equality law.	Explain the importance of balancing the needs of both the organisation and its customers.		
		3.2 What are the different needs of your customers?				
		3.3 What are the different priorities of your customers?				
		3.4 Identify the specific needs that customers may have, including those that are protected under current equality law?	Explain when and how to adapt			
		3.5 What is meant by customer expectations?				

If there is no formally recognised qualification, the appendix or occupational brief will be used to deliver, track and monitor learner progress. These will be created as a separate standard in OneFile.

Customer Service Practitioner Level 2 - On Programme Learning > [Module 01] Knowing your customers	
Learning Outcomes	
Ref	Learning Outcome
[1]	Understand who customers are
[2]	Understand the difference between internal and external customers
[3]	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
Place in the framework	
Customer Service Practitioner Level 2 - On Programme Learning	
[1] Understand who customers are	
What I need to know	
1.1	Who are my customers?
1.2	Who are the organisations customers?

## Gateway to end-point assessment

The assessment plans are very clear about the importance of the learner passing through a gateway before sitting the end-point assessment. In some cases, learners must complete specific paperwork before they can sit the end-point assessment.

At OneFile, we've developed a gateway area where learners can record practice assessments before they take the final end-point assessment.

Gateway to end-point assessment area:

Customer Service Practitioner Gateway to End Point Assessment	
Units	
→	1. Showcase Project Assessment
→	2. Observation Interview Assessment
→	3. Prof Discussion Professional Discussion
→	4. EPA End Point Assessment

Customer Service Practitioner Gateway to End Point Assessment	
[4.1] End Point Assessment	
Assessment Criteria	
1.1	Employer, Learner and Training Provider agree the learner is prepared for their End Point Assessment



# End-point assessment

When reading the assessment plan, another piece of vital information we need to check is how the end-point assessment will be completed.

End-point assessments can be assessed using a range of different methods and grades. At OneFile, we take the information provided in the plan and create a standard to record the outcome of the end-point assessment.

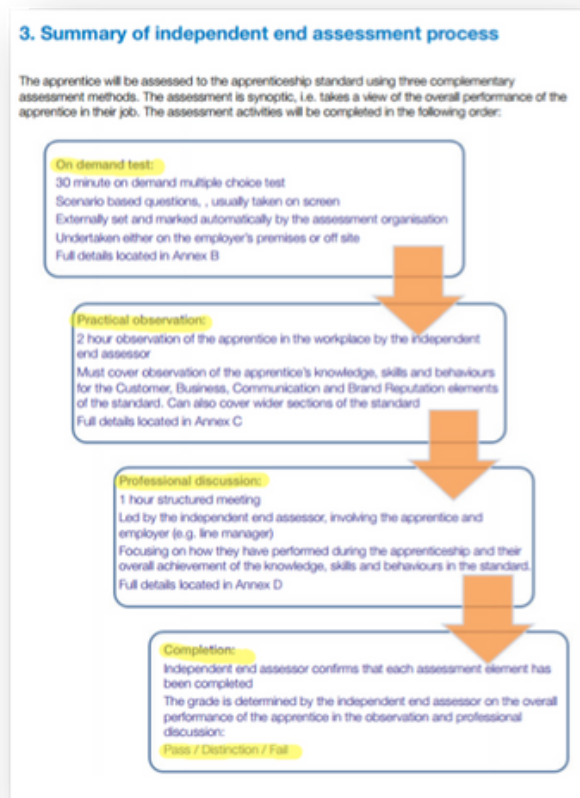
In this example, we would create 4 units:

unit 1 - on-demand test

unit 2 - practical observation

unit 3 - professional discussion

unit 4 - overall grade with the  
option to select 'pass'  
or 'distinction'



## **Apprenticeship standards qualification request form**

If you'd like to request a bespoke standard, click on the link below and fill in the online form. When we've received your request, a member of our in-house team will get back to you to discuss your requirements and start building your standard.

<https://ignite.onefile.co.uk/igniteforms/PC6AYwg1Xs>



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