

Apprenticeship Standard

Customer Service Specialist

Overview

This is a **Level 3** apprenticeship standard. The main purpose of a customer service specialist is to be a 'professional' for direct customer support within all sectors and organisation types. You are often an escalation point for complicated or ongoing customer problems. As an expert in your organisation's products and/or services, you share knowledge with your wider team and colleagues. You gather and analyse data and customer information that influences change and improvements in service. Utilising both organisational and generic IT systems to carry out your role with an awareness of other digital technologies. This could be in many types of environment including contact centres, retail, service industries or any customer service point.

Topics covered

- ✓ Business focused service delivery including continuous improvement and future focussed approach, decision making, recommendations and advice
- ✓ Leadership styles and application in a customer service environment
- ✓ Positive customer experience, managing challenging situations, providing options and solutions to influence and help customers
- ✓ Commercial factors and authority limits for delivering the required customer experience
- ✓ Analysing, using and presenting a range of information to provide customer insight
- ✓ Different customers types and the role of emotions, cost conscious mind set when meeting customer and the business needs
- ✓ Feedback principles and the impact on business
- ✓ Recommendations and implementation principles in line with relevant legislation, regulations and industry best practice
- ✓ Personal development and ownership for actions to resolve customer issues to the satisfaction of the customer and the business
- ✓ Business strategy in relation to customers
- ✓ Team work and collaboration with internal and external customers
- ✓ Equality and diversity
- ✓ Brand advocacy, values, beliefs and personal presentation

Who should pursue this Apprenticeship

This apprenticeship has been designed for individuals who are advocates of excellent customer service who act as a referral point for dealing with more complex or technical customer requests, complaints, and queries.

This Level 3 Apprenticeship includes

- ✓ On the job skills training
- ✓ Off the job skills training
- ✓ Level 2 Functional Skills in English & Maths.
- ✓ Work based project support and preparation
- ✓ Portfolio evidence support
- ✓ Planning, Target Setting and Feedback
- ✓ Mock End Point Assessments

- ✓ **End Point Assessment** (after at least 12 months and successful completion of the above)
 - **Work based project** supported by a 60 min **interview**
 - Minimum of 60 min **Practical Observation** with **Q & A**
 - 60 min **Professional discussion** supported by **portfolio evidence**
 - The overall grade is based on the combination of performance in all assessment activities .

Typical Duration: 15 months

Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level. Should you choose to progress on a customer service career path, you may be eligible for further professional membership including management. .

Further information
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