



## Customer Service Specialist Level 3



The role of a customer service specialist is to deliver high quality products and services to the customers of their organisation. The roles where this qualification could be useful include customer service manager, customer service executive, customer service team leader.

The customer service specialist is a 'professional' for direct customer support within all sectors and organisation types. As an advocate of customer service you will act as a referral point for dealing with more complex or technical customer requests, complaints, and queries.

As a customer service specialist you will often be 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, webchat, service industry or any customer service point

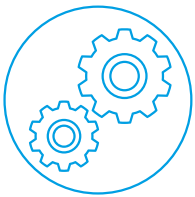
On completion of this standard, apprentices will demonstrate a range of excellent customer service skills and behaviours which will enable them to recommend and implement improvements to service. The apprenticeship standards 'knowledge, skills and behaviours' are developed over the course of the programme via scheduled learning interventions with employer mentors and TLE trainers. Learning activities and coaching sessions are aligned to support the learner to learn, practice and prepare for end-point assessment.

The apprenticeship programme includes the following modules:

- Business knowledge and understanding
- Customer service journey knowledge
- Knowing your customers and their needs and customer insight
- Customer service culture and environment awareness
- Business focused customer service delivery
- Provide a positive customer experience
- Working with your customers and customer insight
- Customer service performance
- Service improvement
- Develop self
- Ownership and responsibility
- Team working
- Equality
- Presentation

As well as the on programme assessment there will be an end-point assessment which will be carried out by an external independent assessor. This will include; a **project**, an **observation of practice** undertaken in the workplace and a **professional discussion** completed by the apprentice. Each component of end-point assessment is graded with an overall grade given fail/pass, merit or distinction.

### How it works



You will have dedicated learning time that takes a blended approach that includes e-learning, self-study as well as attendance at workshops. However as the apprenticeship is a work-based qualification it means that much of your learning and assessment will be completed on the job. It will be a perfect opportunity for you to focus on an idea or service improvement that will benefit your service or team. You will build an apprenticeship portfolio of evidence using real pieces of work which your dedicated assessor will guide you on. You'll be demonstrating your learning whilst doing your job. The programme will involve virtual seminars and workshops to enable you to meet and network with other like-minded professionals, e-learning and self-study activities.

We will monitor progress continuously and review this on a monthly basis. Some of these meetings your employer will be able to attend.

## Entry Requirement



You must be in an appropriate role with the opportunity to undertake the requirements within each module. Employed for a minimum of 16 hours a week and supported by your manager.

In addition you will require;

- The appropriate values and attitudes for the programme
- Minimum initial assessment at Level 1 in maths and English
- Apprentices without Level 2 English and Maths will need to achieve this level prior to taking the end-point assessment as well as completing Level 2

## Qualification



Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level.



### **That all sounds great! What do I need to do next?**

If you are interested in the course, please speak to your line manager, and then complete your initial apprenticeship application form. A member of the team will then be in touch.