



Course

Level 3 Customer Service Specialist Standard Apprenticeship

The Customer Service Specialist is designed to provide the Knowledge, Skills and Behaviours required to enable the delivery of high quality customer service in both large and small businesses in the public, private and charitable sectors.

It is ideal for those specialists who are new to the role or have developmental needs or would like to develop skills be a professional for direct customer support. They will act as a referral point for dealing with more complex or technical requests, complaints or queries. They will be the escalation point for more complicated or ongoing problems.

Added Value

Adult Education is pleased to be able to offer the BTEC Diploma for Customer Service Specialist qualification at no extra cost to support the learner and employer with gaining the required skills. Adult Education will also work with both the employer and the learner to identify a personalised training programme.

Commitment

This Apprenticeship is typically 15 months long, with an additional three months for End Point Assessment.

20% of the Apprentices time should be spent in off the job learning. Time will need to be allocated for learning.

Adult Education provides workshops that support the apprentice in gaining the knowledge required to achieve their programme. We also offer clinics where learners can attend for advice and support if they are struggling with their assignments or projects.

Every twelve weeks a formal review will take between the learner, employer and assessor where progress/ concerns to date and targets for the next twelve weeks are discussed and agreed.

Dedicated trainer and assessors will support the delivery from providing training in our specially written workshops to monthly assessment visits to aid and support progression, generate evidence and provide guidance and support.





Adult Education in Gloucestershire



Eligibility

Whilst the eligibility is agreed with the employer, we would recommend that apprentices are able to work towards GCSE grade 4-9 (A- C) in Maths and English.

What the Apprenticeship looks like

The Apprenticeship consists of:

Functional Skills in Maths and English at Level 2

Btec Diploma for Customer Service Specialists (Added Value) to aid in understanding and collection of evidence

Customer Service Specialist standard – which looks at the Knowledge, Skills and Behaviours.

Knowledge

An in depth knowledge of the organisation and wider business environment covering:

✓ **Business Knowledge and Understanding** – understand what continuous improvement means

and how recommendations for change impact the organisation. Understand the impact service provision has on the wider organisation and the added value. Understand business strategy and make recommendations for the future. Understand the principles and benefits of the future when making service decisions or taking action. Understand leadership styles and apply them.

✓ **Customer journey knowledge** – understand and critically evaluate customer journeys including challenges and end to end experiences. Understand the reasons why issues and complex situations may need referral or escalation. Understand the underpinning business processes and commercial factors and authority limits.

✓ **Knowing your customers and their needs/ Customer insight** – know internal and external customers and how different approaches may be appropriate, analyse, use and present information. Understand what drives loyalty, retention and satisfaction and how this impacts the organisation, different customer types and the role of emotions in successful outcomes. Understand how customer expectations can differ between cultures, ages and social profiles.

✓ **Customer Service culture and environment awareness** – keep knowledge current and understand regulatory considerations, drivers and impacts in relation to how service is delivered for customers. Understand business environments and culture and the position of customer service. Understand organisation structure and what role each department needs to play in delivering customer service and the consequences should things go wrong. Understand how to find and use industry best practice to enhance own knowledge.

Skills

- ✓ **Business focused service delivery** – demonstrate a continuous improvement and future focussed approach to customer service, decision making and provide recommendations or advice. Resolve complex issues by being able to choose form and successfully apply a range of approaches. Find solutions that meet organisation needs and the customer requirements.
- ✓ **Provide a positive customer experience** – use advanced questioning, listening and summarising skills to negotiate mutually beneficial outcomes. Manage challenging and complicated situations within levels

of authority and make recommendations to enable or change service or strategy. Use clear explanations, provide options and solutions to influence and help customers make informed choices. Explore and interpret customer experiences to inform and influence positive results. Demonstrate a cost conscious mind-set and identify where highs and lows of the customer journey and the emotions in the customer. Use written and verbal communication to simplify and provide complex information.

- ✓ **Working with your customers/ customer insights** – proactively gather customer feedback from a variety of methods. Critically analyse and evaluate the meaning, implications or facts. Analyse customer types and identify or anticipate needs and expectations.
- ✓ **Customer service performance** – maintain positive relationships even when unable to deliver customer expectations, manage escalations and referrals and take into account historical challenges or interactions.
- ✓ **Service improvements** – analyse end to end experience, seeking input from others and supporting solutions. Make recommendations based on findings and where possible implement changes in line with relevant legislation, regulations and best practice.





Behaviours

- ✓ **Developing self** – proactively keep service, industry and best practice knowledge and skills up to date and consider personal goals related to service and take action towards achievement.
- ✓ **Ownership/ responsibility** – personally commit and take ownership for actions to resolve issues to the satisfaction of the customer and organisation. Exercise proactivity and creativity when identifying solutions and make realistic promises and deliver on them.
- ✓ **Team working** – work effectively and collaboratively with colleagues at all levels. Recognise colleagues as internal customers and share knowledge and experience with others to support colleague development.
- ✓ **Equality** – adopt positive and enthusiastic attitude whilst being open minded and able to tailor your service. Adaptable and flexible to your customer needs whilst working in the agreed customer service environment.
- ✓ **Presentation** – brand advocacy, values and beliefs to build trust, credibility and satisfaction. Ensure personal presentation in all forms reflects positively on the organisations brand.

Adult Education recommends (and at no extra cost to you) the BTEC Diploma for Customer Service Specialists, which will support the learner in developing the required knowledge, skills and behaviours.



Gateway and End Point Assessment

The employer will need to choose an independent End Point Assessment Organisation, who will complete the Apprenticeship process.

The End Point Assessment has a number of requirements:

1. **Work-based Project** – undertaken over a two month period, followed by a 60 minute interview
2. **Professional Discussion** – a 60 minute discussion around your standard outcomes and content
3. **Practical Observation with Q & A** – a 60 minute observation of you demonstrating skills and behaviours in the workplace

The End Point Assessor will then award a grade.