

Standard overview

The main purpose of a customer service specialist is to be a 'professional' for direct customer support within all sectors and organisations. You are an advocate of customer service who acts as a referral point for dealing with more complex or technical customer requests, complaints and queries. 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.

Service Specialist apprenticeship standard has been designed with the needs of the employers in mind, ensuring core customer service skills are embedded within a comprehensive training and development plan.

This is suitable for those who have completed the Level 2 Customer Service Practitioner standard and are looking to progress into a customer service management or team leader position.

Learning Unlimited's Level 3 Customer

Standards – the benefits

At Learning Unlimited, we provide high quality training and development solutions for organisations across the UK. The Level 3 apprenticeship standard offered by Learning Unlimited brings together a range of benefits. From start to finish, we work with your business to tailor our training to meet your needs. With an excellent track record in delivering customer service training to a variety of organisations and businesses, we can find a solution to help you take your staff to the next level.



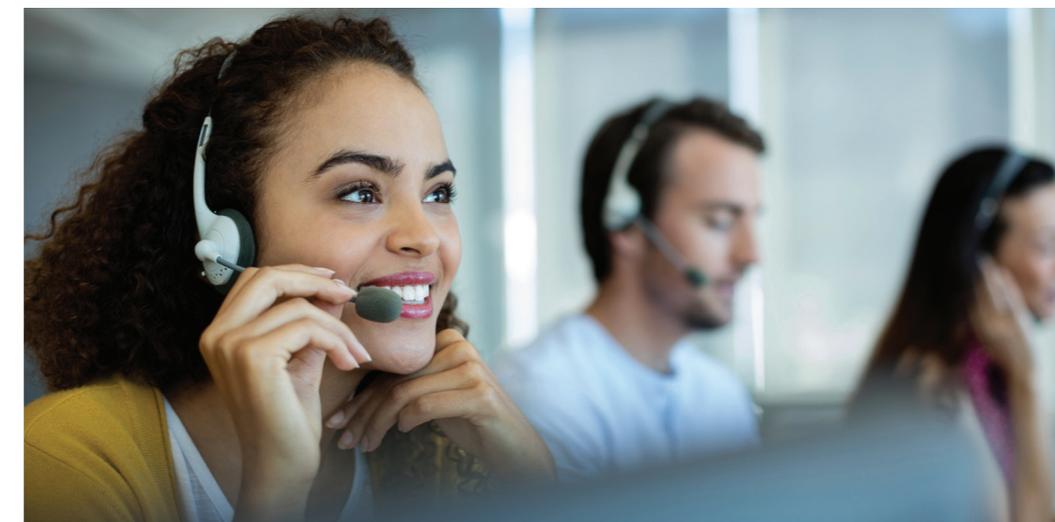
www.learningunlimiteduk.com

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Level 3

APPRENTICESHIP STANDARD

Customer Service Specialist



For careers in Customer Service

- Customer Service Specialist
- Customer Services Coordinator
- Retail Supervisor
- Customer Service Specialist Team Leader
- Helpdesk Supervisor
- Senior Customer Services Advisor

Entry requirements

- Level 2 Customer Service Specialist Standard
- Level 2 Functional Skills in maths and English, prior to reaching Gateway
- Candidates do not need to have managerial responsibilities to complete the apprenticeship, but should have elevated Customer Service responsibilities

Duration

- 18months

Workplace behaviours development

- Pro-actively keep your service, industry and best practice knowledge and skills up-to-date
- Personally commit to and take ownership for actions to resolve customer issues to the satisfaction of the customer and your organisation
- Work effectively and collaboratively with colleagues at all levels to achieve results
- Demonstrate brand advocacy, values and belief when dealing with customer requests to build trust, credibility and satisfaction

End Point Assessment (EPA)

- Practical observation
- Work-based project supported with an interview
- Professional discussion supported by a portfolio of evidence

Skills and knowledge development

- Understand the impact your service provision has on the wider organisation and the value it adds
- Understand what drives loyalty, retention and satisfaction and how they impact on your organisation
- Understand your business environment and culture and the position of customer service within it
- Find solutions that meet your organisations needs as well as the customer requirements
- Maintain a positive relationship even when you are unable to deliver the customer's expected outcome

Qualifications or Industry Accreditation gained

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.

Delivery plan and apprentice progression

Throughout the apprenticeship, the apprentice is supported by their work-based tutor, employer mentor and class-based tutor to ensure that they are progressing at the right pace and developing the skills and knowledge expected.

Month 1-4

- Induction
- Teaching and learning activities and assessments focusing on a range of modules including:
 - Business knowledge and understanding
 - Customer journey knowledge
 - Customer service culture and environment awareness

Plus additional modules

Month 5-8

- Teaching and learning activities and assessments focusing on a range of modules including:
 - Ownership/responsibility
 - Team working
 - Equality
 - Presentation

Plus additional modules

Month 9-11

- Revision of all module work
- Portfolio to be completed
- Mock End Point Assessments
- Functional skills to be completed

Month 12-15

- Gateway meeting
- End Point Assessments
 - Professional discussion supported by portfolio evidence
 - Work-based project to be completed and followed by interview
- Practical observation

Off-the-job training

Every apprenticeship includes off-the-job training – equivalent to one day per week. This takes place during time normally spent at work but does not include the usual daily duties and responsibilities carried out as part of their normal role. It can consist of work and tasks ranging from projects, lectures and seminars to day release, blended learning and training to use specialist equipment.

It can form part of regular weekly sessions or be combined for larger blocks of time, depending on the approach that works best for the employer.

Progression

Those who successfully complete this apprenticeship will be qualified to work in a number of customer facing roles in a range of different industries, including retail, sales, hospitality and entertainment.

There is also the option to stay in education and continue to study a relevant higher level qualification to further develop knowledge.

The delivery plan may be subject to change.