

LEVEL 3 CUSTOMER SERVICE SPECIALIST

Customer Service Specialists provide direct customer support across a wide range of organisations. Customer service advocates act with high levels of professionalism and integrity. Customer service specialists are often a referral or escalation point for more complex or technical customer requests, queries, and complaints. Customer Service Specialists are experts on their organisation's products and services, sharing their knowledge and experience with the broader team. They gather and analyse data such as customer information to help influence necessary changes and improvements to service. Whether face-to-face, such as in a retail or service industry environment or via a contact centre, Customer Service Specialists use their understanding of organisational and general IT systems/digital technologies to provide a responsive and comprehensive point of customer service.

DELIVERY OVER 18 MONTHS

INDUCTION

One day induction to Apprenticeship programme, meeting with a Skills Coach and Delivery Plan agreed.

IN COLLEGE

One Monthly work based and Weekly workshop session for the duration of the programme

ONLINE

Access learning materials 24/7 via Smart Assessor - your online learning environment

ASSESSMENT

On programme assessments every 6-8 weeks, including progress reviews every 8-10 weeks.

END POINT ASSESSMENT

- Work-based Project (written report) supported by an interview
- Practical Observation with QandAs
- Professional Discussion (supported by portfolio of evidence)

QUALIFICATION

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

JOB EXAMPLES

- Call Centres
- Receptionist
- Customer advisors
- Bank Advisors

PROGRESSION

Level 3 Team Leader, Level 5 Management

KNOWLEDGE/SKILLS/BEHAVIOURS

Knowledge

- Business strategy/processes in relation to your customers and your organisation
- Continuous improvement
- Leadership styles
- Customer experience and challenges to its success
- Understanding internal and external customer behaviour
- Understand what drives loyalty, retention and satisfaction

Skills

- Analysing information to provide customer insight
- Legislation, regulations and industry best practice
- Approaches to negotiating and resolving complex problems
- Gathering customer feedback
- Finding solutions that work for the customer and company

Behaviours

- Developing self
- Ownership and responsibility
- Working in a team
- Equality - treating customers as individuals
- Demonstrating brand advocacy, values and belief
- Proactive and flexible towards needs of the customer

ENTRY REQUIREMENT

Maths and English GCSE Grades 9 - 2; A* - E; Functional Skills Level 2 or initial assessment results at Level 1. Individuals requiring additional support are required to participate in an intensive week programme; otherwise, are mandated to attend weekly sessions.