



CUSTOMER SERVICE SPECIALIST

Level	3
Duration	18 months
Job Examples	Call Centres, Receptionist, Customer advisors, Bank Advisors

Customer Service Specialists provide direct customer support across a wide sectors and organisations. Customer service advocates, acting with high levels of professionalism and integrity. Customer service specialist often are a referral or escalation point for more complex or technical customer requests, queries and complaints. Customer Service Specialists are also experts in within the organisation's products and/or services, sharing their knowledge and experience with the wider team. They gather and analyse data

such as customer information to help influence necessary changes and improvements to service. Whether it is face-to-face such as in a retail or service industry environment or via a contact centre/online facility, Customer Service Specialists use their understanding of organisational and general I.T. systems/digital technologies to provide a responsive and comprehensive point of customer service.

THE PROGRAMME

On programme

- Business Knowledge and Understanding:
 - Customer Journey knowledge
 - Knowing your customers and their needs/ Customer Insight
 - Customer service culture and environment awareness
- Business focused service delivery
 - Providing a positive customer experience
 - Working with your customers / customer insights
 - Customer service performance
 - Service improvement
- Providing a positive customer experience
 - Advanced questioning, listening
 - Manage challenging and complicated situations
 - Provide solutions to influence and help customers

Commitment from the Employer and Staff:

During the Apprenticeship programme, 20% of the contracted working hours will be spent on learning and developing the required Knowledge, Skills and Behaviours. This development time will include learning new relevant tasks within their role, embedding the knowledge within their role, practical workplace training, spending development time with their Line Manager, attending online/face-to-face courses and time writing assignments/assessments including directed self-study hours: evidencing the application knowledge within their working day, independent study and research, shadowing colleagues and mentoring and technical training.



Qualification and Professional membership

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

Gateway

- Achieved Level 2 English and Maths

End point assessment

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

DELIVERY

Induction

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

In college

One work based and workshop session a month for the duration of Programme.

Online

Supporting material throughout, including access to smart assessor (e-portfolio).

Assessment

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

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 REQUIREMENTS

Maths and English GCSE Grades 9 - 2; A* - E; Functional Skills Level 2 or initial assessment results at Level 1

CAREER PROGRESSION

Team Leader Level 3, Management Level 5

General Enquiries:
employers@lsec.ac.uk
020 3954 4965

