

## Apprenticeship Standard: Customer Service Specialist Level 3



### Who is the programme for?

Those who are in or starting roles with a responsibility to provide high quality customer service to customers, delivered from the workplace, digitally or through going out into the customer's own locality. It is likely that you will be dealing with orders, payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, after care, service recovery or gaining an insight through measuring customer satisfaction. You may be the first point of contact and work in any sector or organisation type. You will demonstrate excellent customer service skills and behaviours as well as the product and/or service knowledge. You provide service in line with the organisation's customer service standards and strategy within appropriate regulatory requirements. Your customer interactions may include; face-to-face, telephone, post, email, text and social media.

### Duration?

This Apprenticeship is designed to be delivered over 15-18 months.

### How is it delivered?

You will be assigned a tutor who will plan an individual learning programme with you. Your tutor is responsible for training and supporting you to ensure that you have the knowledge and skills to be able to successfully undertake your end point assessment. You will have regular tutorials each month and you will be asked to complete daily/weekly activities using learning resources that are provided for you. During your programme, we will collect evidence of the 'Off The Job' training you receive during your programme, which can include; online learning; completing activities and questions; work shadowing; mentoring and a range of other activities that can be completed whilst still being within your workplace and which should take place within your working hours. Your manager will be asked to support you with this before you start your programme.

### Entry requirements?

You should be aged 16 or over and be working or applying to work with a company where you will be in a role that enables you to have exposure to the responsibilities identified at the beginning of this document. There are no formal qualifications required but you will need to have a minimum standard of level 1 English in order to cope with the requirements of this programme. If you don't already have a level 2 English and/or Maths qualification, we will train and support you to achieve this as part of your programme. Those with any level of prior education including degrees may wish to apply and we will check your eligibility and suitability.

Depending on your circumstances, you may wish to progress on to a Leadership and Management programme.

### Cost?

Apprenticeship Levy paying companies can use their Levy to cover the full cost of training and end point assessment. Companies who do not pay the Apprenticeship Levy will contribute 10% of the full value of the programme, the balance (90%) is contributed by government. Contact us to confirm the value.

### Contact Us

Contact us using the details below and we can provide you with further information and discuss how to apply.

01451 810 387 | [info@tsplearn.co.uk](mailto:info@tsplearn.co.uk) | [www.tsplearn.co.uk](http://www.tsplearn.co.uk)

## What will my programme cover?

We have summarised some key elements below. A full set of standards can be provided upon request.

Knowledge	Includes the following content...
Business Knowledge and Understanding	Understand what continuous improvement means, understand the business strategy in relation to customers and make recommendations for the future.
Customer Journey Knowledge	Understand and critically evaluate the possible journeys of your customers, including challenges and the end-to-end experience. Understand the reasons why customer issues and complex situations sometimes need referral or escalation for specialist attention.
Knowing your customers and their needs/ Customer Insight	Know your internal and external customers and how their behaviour may require different approaches from you. Understand how customer expectations can differ between cultures, ages and social profiles. Understand different customer types and the role of emotions in bringing about a successful outcome.
Customer service culture and environment awareness	Keep current, knowledge and understanding of regulatory considerations, drivers and impacts in relation to how you deliver for customers. Understand your business environment/culture and the position of customer service within it. Understand how to find and use industry best practice to enhance own knowledge.
Skills	
Business Focused Delivery	Demonstrate a continuous improvement and future focussed approach to customer service delivery including decision making and providing recommendations or advice. Resolve complex issues. Find solutions that meet the needs of your customer and your organisation.
Providing a Positive Customer Experience	Through advanced questioning, listening and summarising negotiate mutually beneficial outcomes. Explore and interpret the customer experience to inform and influence achieving a positive result for customer satisfaction. Use written and verbal communication to simplify and provide complex information in a way that supports positive customer outcome in the relevant format.
Customer Insights	Proactively gather customer feedback, through a variety of methods. Critically analyse, and evaluate the meaning, implication and facts and act upon it. Analyse your customer types, to identify or anticipate their potential needs and expectations when providing your service.
Customer Service Performance	Maintain a positive relationship even when you are unable to deliver the customer's expected outcome. When managing referrals or escalations take into account historical interactions and challenges to determine next steps.
Service Improvement	Analyse the end to end service experience, seeking input from others where required, supporting development of solutions. Make recommendations and implement where possible, changes in line with new and relevant legislation, regulations and industry best practice and to enable improvement.
Behaviours/Attitude	
Developing self	Take ownership for keeping your knowledge and skills up-to-date. Consider personal goals and development that would help you to achieve them.
Ownership	Personally commit to and take ownership for actions to resolve customer issues to the satisfaction of the customer and your organisation. Make realistic promises and deliver on them.
Team working	Recognise colleagues as internal customers, share knowledge and work collaboratively.
Equality	Adopt a positive and enthusiastic approach, open minded and tailoring your service to each customer.
Presentation	Demonstrate brand advocacy, values and belief. Ensure your personal presentation, reflects positively on your organisation's brand.
"Right first time"	Use communication to establish clearly what customers require.

## End Point Assessment

A Pass or Distinction outcome is available on this programme. To successfully complete, you will need to pass your End Point Assessment where you will be assessed using the following methods:

- Apprenticeship showcase: a portfolio of evidence against the standards reflecting your development.
- Practical observation: 1 hour – Covering presentation, equality, interpersonal skills, communication and personal organisation.
- Work-based written project (supported by an interview) - 2500 word report that covers a high level challenge that you have experienced, what it was, how you overcame it, along with recommendations and resulting actions.