



## Level 3 Customer Service Specialist

The main purpose of a customer service specialist is to be a 'professional' for direct customer support within all sectors and organisation types. 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. Utilising both organisational and generic IT systems to carry out your role with an awareness of other digital technologies. This could be in many types of environment including contact centres, retail, webchat, service industry or any customer service point.

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.

### DURATION

The apprenticeship will typically take 18 months to complete.

### LEVEL

This apprenticeship standard is at Level 3.

### ENTRY REQUIREMENTS

Organisations will set their own entry criteria and are more likely to select individuals with more advanced inter-personal skills, experience of working with customers in some capacity. You must achieve level 2 English and maths prior to taking the end point assessment.

## | On Programme Learning

To achieve the Customer Service Specialist Apprenticeship Standard apprentices are required to successfully complete:

- the on-programme period of training and development, including achieving the required Maths and English qualifications
- the end-point assessment (EPA)

On-programme learning will increase skills, knowledge and behaviours in the following areas:

SKILLS	KNOWLEDGE	BEHAVIOURS
<ul style="list-style-type: none"><li>• Business focussed service delivery</li><li>• Providing a positive customer experience</li><li>• Working with your customers/customer insights</li><li>• Customer service performance</li><li>• Service improvement</li></ul>	<ul style="list-style-type: none"><li>• Business knowledge and understanding</li><li>• Customer journey knowledge</li><li>• Knowing your customers and their needs/customer insight</li><li>• Customer service culture and environment awareness</li></ul>	<ul style="list-style-type: none"><li>• Develop self</li><li>• Ownership/responsibility</li><li>• Team working</li><li>• Equality</li><li>• Presentation</li></ul>

The end-point assessment for the Customer Service Specialist apprenticeship consists of the following three assessment components:

- Practical observation with Q&As. The practical observation is covered in one session.
- Work based project, supported by an interview. Apprentices must submit a written report, on a project they have carried out. The interview can take place either face-to-face or via online video conferencing, if appropriate.
- Professional discussion supported by portfolio evidence. The interview will focus on the written project and any supporting annexes.

## | Off-the-Job Training

Apprenticeships are about upskilling an individual. Reaching occupational competency takes time. Many employers and apprentices have praised the positive effect off-the-job training has on their productivity and apprentices feel valued by the significant investment in their training. You may already have existing training programmes or materials you can use to deliver elements of the apprentice's off-the-job training. Off the job learning at HBTC may include sessions at the training centre, with follow up tasks being assigned in the workplace, time for assignments and research and specific training within the workplace. All off the job training must be relevant to the Apprenticeship Standard being undertaken. This will be agreed before the learner commences the programme and a flexible approach will be taken to meet learner and employer needs.

For more information please contact us on

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 **Apprenticeships**