



Training provided by

**IMPACT
FUTURES**

LEVEL 3

CUSTOMER SERVICE SPECIALIST

Customer, product and service expert



From small acorns, great oak trees grow!

Customer Service Specialist

APPRENTICESHIP STANDARD

This level 3 apprenticeship training programme develops advanced skills and hones knowledge and behaviours to be an expert in the organisation's products and services. You will be a referral point who provides specialist information which supports sales, customer service and complaints teams in achieving key objectives.

After completion of this programme, you can join the Institute of Customer Service as an individual member at professional level.

You can then progress onto either our Level 3 Team Leader/Supervisor or Level 5 Operations/ Departmental Manager apprenticeship programmes.

ENTRY Requirements

You must have been a UK, EEA, or EU resident for at least the past three years to undertake this training programme.

In addition, you must be able to commit to the full length of the programme, and be able to meet the programme modules through your job role.

If you do not have a level 2 or equivalent in Maths and English, you will be required to work towards achieving these qualifications as part of your apprenticeship.

COMPONENTS OF AN Apprenticeship

Apprenticeships are 12 to 24 month training programmes. They are made up of:



More information on each of these components can be found within the learner or manager apprenticeship guide. All of the above components must be fully completed in order to successfully achieve your apprenticeship.

WHAT IS THE DURATION AND HOW WILL YOU LEARN?

Over the duration of 16 months, you will receive a combination of face-to-face and online training and support.

The 16 month time frame is based on an employee with a full-time contract, if an employee works fewer than 30 hours then the time frame of the apprenticeship will increase accordingly. See below for example:

16 hours contracted per week = 22 months apprenticeship programme

You will undertake an online assessment that will help us to understand your learning style and needs, then we will tailor your learning experience accordingly.

We ensure that you stay on track to complete your programme on time by managing your progress through our state-of-the-art e-portfolio system, Aptem.

OFF THE JOB TRAINING

As part of the apprenticeship, alongside your job role, a minimum of 6 hours per week of your time in work must be dedicated to improving new skills, knowledge and behaviours. This can be any time devoted to learning and improving new skills, knowledge and behaviours without interruption.

EXAMPLES INCLUDE:

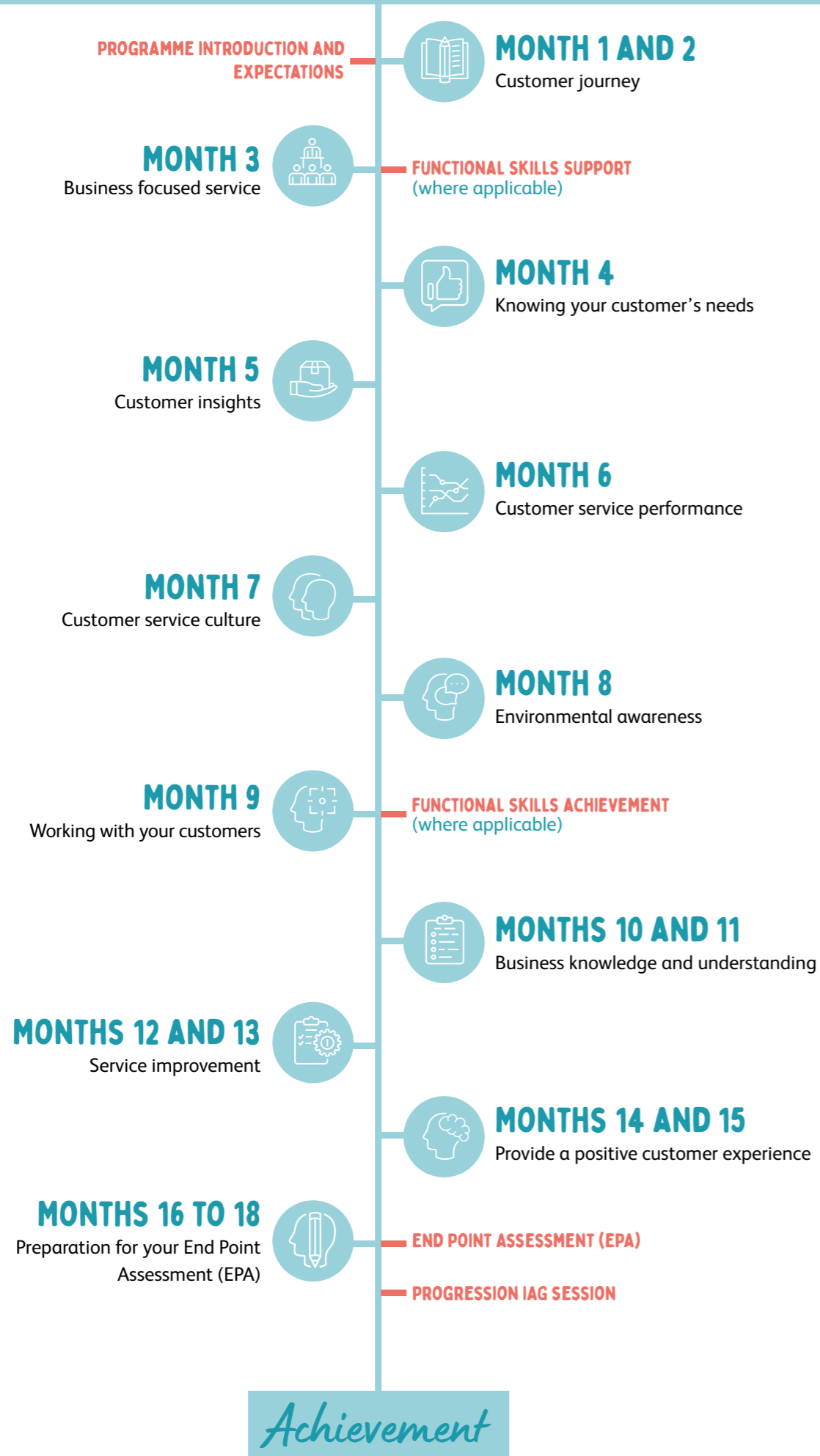


END-POINT ASSESSMENT

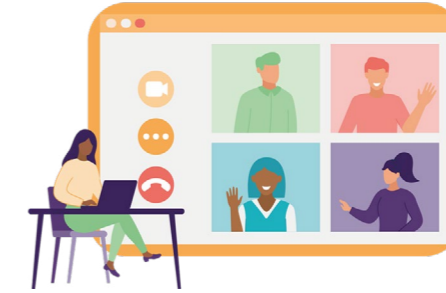
Learnt knowledge, skills and behaviours will be assessed by an independent assessor in your end-point assessment (EPA). This typically involves elements such as:



Your Apprenticeship Journey



You will learn how to:



KNOW YOUR CUSTOMER AND ORGANISATION

- Understand the impact your service provision has on the wider organisation and the value it adds.
- Understand your organisation's current business strategy in relation to customers and make recommendations for its future.
- Understand the principles and benefits of being able to think about the future when taking action or making service related decisions.
- Apply a range of leadership styles in a customer service environment.
- Know your internal and external customers and how their behaviour may require different approaches from you. Analyse, use and present information to provide customer insight.

IMPROVE THE CUSTOMER JOURNEY

- 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.
- Understand commercial factors and authority limits for delivering the required customer experience.
- Work effectively and collaboratively with colleagues at all levels to achieve results.
- Make recommendations and implement where possible, changes in line with new and relevant legislation, regulations and industry best practice.

LEAD EXCEPTIONAL CUSTOMER EXPERIENCES

- Manage challenging situations within your level of authority and make recommendations to enable and deliver change to service or strategy.
- Negotiate mutually beneficial outcomes through advanced questioning, listening and summarising.
- Demonstrate a continuous improvement and future focussed approach to customer service delivery including decision making and providing recommendations or advice.
- Understand what drives loyalty, retention and satisfaction and how they impact on your organisation.
- Analyse the end to end service experience, seeking input from others where required, supporting development of solutions.

Modules of learning:

<p>Module 1: </p> <p>THE CUSTOMER JOURNEY</p> <ul style="list-style-type: none"> • Critically evaluate your customer's journey, including challenges and their full experience • Deal with complex situations when escalated • Understand underpinning business processes • Work within commercial boundaries and authority limits 	<p>Module 2: </p> <p>BUSINESS FOCUSED SERVICE</p> <ul style="list-style-type: none"> • Understand the purpose of your business and what 'brand promise' means • Know your organisation's core values and how they link to the service culture • Follow internal policies and procedures
<p>Module 3: </p> <p>KNOW YOUR CUSTOMER'S NEEDS</p> <ul style="list-style-type: none"> • Know internal and external customers and how their behaviour requires different approaches • Analyse, use and present information to provide customer insights • What drives loyalty, retention & satisfaction and impact on the organisation • Manage different customer types and the role of emotions 	<p>Module 4: </p> <p>CUSTOMER SERVICE PERFORMANCE</p> <ul style="list-style-type: none"> • Maintaining positive relationships even when unable to deliver customers expectations • Taking into account historical interactions and challenges when managing referral or escalations
<p>Module 5: </p> <p>CUSTOMER SERVICE CULTURE AND ENVIRONMENTAL AWARENESS</p> <ul style="list-style-type: none"> • Maintain your knowledge and understanding of regulatory considerations and drivers • Understand your business environment and culture, as well as the position of customer service within it • Organisational structure and the role of departments in customer service • Find and utilise industry best practice to enhance your knowledge 	<p>Module 6: </p> <p>WORKING WITH YOUR CUSTOMERS</p> <ul style="list-style-type: none"> • Gathering customer feedback through a variety of methods • Analysing customer types to identify their needs and expectations when providing your service
<p>Module 7: </p> <p>BUSINESS KNOWLEDGE AND UNDERSTANDING</p> <ul style="list-style-type: none"> • Organisational business strategy in relation to customers • The impact the service provision has on the wider organisation and the value it adds • Continuous improvement and how change impacts the organisation • Principles and benefits of future thinking when making decisions • Understanding leadership styles and applying them in a customer service environment 	<p>Module 8: </p> <p>INTERPERSONAL SKILLS</p> <ul style="list-style-type: none"> • Analyse end-to-end customer experience and support the development of solutions • Make recommendations and implement changes in line with relevant legislation
<p>Module 9 and 10: </p> <p>PROVIDING A POSITIVE CUSTOMER EXPERIENCE</p> <ul style="list-style-type: none"> • Negotiating mutually beneficial outcomes, through questioning, listening and summarising • Managing challenging & complicated situations within own level of authority • Influence and help customers to make choices using clear explanations, providing options and solutions • Explore the customer experience to inform and influence achieving a positive result for customer satisfaction • Demonstrate a cost-conscious mind-set when meeting the customer and the business's needs • Identify where highs and lows of the customer journey produce a range of emotions in the customer • Use written and verbal communication to simplify and provide complex information in a way that supports positive customer outcome in the relevant format 	

Making an impact, now and in the future:

WHAT WILL YOU ACHIEVE?



-  A nationally recognised qualification
-  Functional skills to the required level
-  Potential career progression into future roles

WHAT'S NEXT?

YOUR CAREER IS A JOURNEY
Take the next step



LEVEL 5 OPERATIONS MANAGER

LEVEL 3 TEAM LEADER



Make an impact

For more information, contact

apprenticeships@helpinghands.co.uk



 **Helping Hands**
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