

CUSTOMER SERVICE SPECIALIST STANDARD LEVEL 3

A customer service specialist is the 'professional' for direct customer support within all sectors and organisation types. They are advocates of Customer Service who act as a referral point for dealing with more complex or technical customer requests, complaints, and queries.

TRAINING BENEFITS

On completion of this 15 month standard, apprentices will demonstrate a range of excellent customer service skills and behaviours which will enable them to recommend and implement improvements to service. The apprenticeship standards "knowledge, skills and behaviours" are developed over the course of the programme via scheduled learning interventions with employer mentors and Lifetime regional trainers. Learning activities and coaching sessions are aligned to support the learner to learn, practice and prepare for End Point Assessment.

WHAT'S COVERED?

- **Know your customers:** Apprentices will analyse a range of internal and external customers to identify how their behaviour may require different approaches.
- **Providing a positive customer experience:** Apprentices will explore and interpret the customer experience, to inform and influence, a positive result for overall customer satisfaction.
- **Customer service performance:** Apprentices will maintain a positive relationship even when they are unable to deliver the customer's expected outcome.
- **Customer journey:** Understand and critically evaluate the possible journeys of their customers, including challenges throughout the end-to-end experience.
- **Ownership and responsibility:** Personally commit to, and take ownership for, actions that resolve customer issues and meet the satisfaction of the customer and their organisation.
- **Working with customers:** Apprentices will proactively gather customer feedback, through a variety of methods. Critically analyse, and evaluate the meaning, implication and facts to act upon it.
- **Business focused service:** Understand what continuous improvement means in a service environment, and demonstrate, how they make recommendations for change that will impact their organisation.
- **Culture and environmental awareness:** Apprentices discover the importance of following business legislation, the laws that apply and their personal responsibilities.
- **Develop self:** Apprentices consider their personal goals related to service and take action towards achieving them.
- **Team work:** Apprentices will develop understanding of their business environment, culture and the position of customer service within it.
- **Equality, diversity and inclusion:** Apprentices work effectively and collaboratively with colleagues at all levels to achieve results.

Continued overleaf



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ASSESSMENT

Regular evaluation sessions with managers and trainers will include performance observations, Q&A sessions, portfolio creations, and a series of professional discussions. To prepare for a final assessment apprentices will be asked to complete a number of activities in-between visits.

END POINT ASSESSMENT

Apprentices access End Point Assessment following a gateway discussion with their employer and Regional Trainer where entry requirements are discussed, checked and recorded including functional skills at the required level. The Customer Service Specialist Level 3 End Point Assessment will include the following types of assessment:

- Observation of Practice with Q&A
- Work based project, supported by an interview
- Professional discussion supported by portfolio evidence



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