

Business and Management

Customer Service Specialist Level 3 Apprenticeship

In Brief

Start Date / Duration

You can start an apprenticeship at any time. This programme will take a minimum of 18 months to complete.

Entry Requirements

- Four GCSEs at grade 4/C or above plus GCSE English at grade C/4 or above **OR** Customer Service Level 2 Apprenticeship
- You will need to find an employer to employ you as an apprentice. Please see our [Apprenticeship vacancies](#).
- You will need to be at least 16 years of age

You will achieve

Level 3 Customer Service Specialist Apprenticeship Standard

Course Overview

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.

Click here [<https://www.instituteforapprenticeships.org/apprenticeship-standards/customer-service-specialist/>] for further information regarding the Standard Apprenticeship.

Course Content

The following criteria will be assessed;

Knowledge

- Business Knowledge and Understanding
- Understand what continuous improvement means in a service environment and how your recommendations for change impact your 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
- Understand a range of leadership styles and apply them successfully in a customer service environment

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
- Understand the underpinning business processes that support you in bringing about the best outcome for customers and your organisation
- Understand commercial factors and authority limits for delivering the required customer experience
- 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 to analyse, use and present a range of information to provide customer insight
- Understand what drives loyalty, retention and satisfaction and how they impact on your organisation
- Understand different customer types and the role of emotions in bringing about a successful outcome
- Understand how customer expectations can differ between cultures, ages and social profiles

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 and culture and the position of customer service within it
- Understand your organisation structure and what role each department needs to play in delivering Customer Service and what the consequences are should things go wrong
- Understand how to find and use industry best practice to enhance own knowledge

Skills

Business focused service delivery

- Demonstrate a continuous improvement and future focussed approach to customer service delivery including decision making and providing recommendations or advice
- Resolve complex issues by being able to choose from and successfully apply a wide range of approaches

- Find solutions that meet your organisations needs as well as the customer requirements

Providing a positive customer experience

- Through advanced questioning, listening and summarising negotiate mutually beneficial outcomes
- – Providing a positive customer experience (cont.)
- Manage challenging and complicated situations within your level of authority and make recommendations to enable and deliver change to service or strategy
- Use clear explanations, provide options and solutions to influence and help customers make choices and agree next steps
- Explore and interpret the customer experience to inform and influence achieving a positive result for customer satisfaction
- Demonstrate a cost conscious mind-set when meeting customer and the business needs
- Identifying 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

Working with your customers / 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 based on your findings to enable improvement
- Make recommendations and implement where possible, changes in line with new and relevant legislation, regulations and industry best practice

For more information regarding the apprenticeship standard, please click here [<https://www.instituteforapprenticeships.org/apprenticeship-standards/customer-service-specialist/>]

How will I be assessed?

- Practical observation with Q&As
- Work based project, supported by an interview
- Professional discussion supported by portfolio evidence

What Equipment Will I Need?

You will be required to provide paper, writing materials, A4 ring binder file, extra wide dividers and clear plastic wallets.

Where will I study?

You will study within the workplace and attend classes at Barnsley College's Old Mill Lane Campus.

What can I do next?

Upon completion you could progress onto further study relating to your role or apply for job roles including:

- Customer Relationship Manager
- Customer Service Co-ordinator
- Customer Service Team Leader

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

How much does the course cost?

There is no cost to being an apprentice. All costs associated with your apprenticeship, including the cost of training and your salary, will be paid by your employer.

Financial support

You may be eligible for assistance with expenses such as travel, books, equipment and childcare. For further information please contact the Student Services Team on +44 (0)1226 216 267.

Extra information

Contact the Apprenticeship Team

For further information please contact the team on 01226 216166 or email: apprenticeships@barnsley.ac.uk [mailto:apprenticeships@barnsley.ac.uk]

Want to join Barnsley Sports Academy and the Sports Village?

Barnsley College has a range of sports opportunities for all students to take part in, gain professional training and compete nationally and internationally. We also have a state-of-the-art fitness village, Honeywell Sports Village [<https://www.barnsley.ac.uk/shops-services/honeywell-sports-village/>] where students can make use of our fitness suite, spinning studio and classes for competitive rates. You don't have to be studying sport to get involved in the Sports Academy

[<https://www.barnsley.ac.uk/barnsley-sports-academy/>] .

Additional Learning Support

Our Additional Learning Support team can provide you with the support you need. Please contact them on +44 (0)1226 216 769.

English and Maths

Having good English and Maths qualifications are important for most careers and we want to give you the help you need to succeed.

If you are aged 16 – 19 and don't already have a grade C/4 or above in GCSE English and Maths they will automatically be included in your study programme. If you want to work towards higher grades in English and Maths we can help you do that too.

Need a higher level Maths qualification? We offer a [Level 3 Mathematical Studies \(Core Maths\)](#).

This can be added to your study programme.

If you need any further information, please contact our friendly [Information Team](#).

Disclaimer

Please note we reserve the right to change details without notice. We apologise for any inconvenience this may cause.

Last updated: 8th June 2022

Want to apply?

Visit <https://www.barnsley.ac.uk/apply> to get started
Call us on **01226 216 123**