

Customised



We'll partner with you to customise this apprenticeship so it is specific to your company and industry.

Practical



Providing your learners with the relevant knowledge, skills and behaviours to make an impact.

Blended



A mixture of masterclasses, online learning, coaching and assessment. All designed to engage your learners.

Customer Service Specialist

Level 3 Apprenticeship

« Ideal for those who provide specialist customer service support, help and guidance »»



Customer Service Specialist

Ideal for those who provide specialist customer service support, help and guidance



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Apprenticeship Programme Overview



If you have employees who are responsible for dealing with more **complex or technical customer requests, complaints and queries** then this programme can really help them to excel at what they do.

A Customer Service Specialist is an **expert in your organisation's products and/or services**, who is able to share knowledge with their wider team and colleagues. They gather and analyse data and customer information that influences change and improvements in service.

Their role is often an **escalation point** for complicated or ongoing customer problems and they utilise both organisational and generic IT systems to carry out their 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.

This programme is **fully customisable**.



At a glance

- ✓ Induction & onboarding
- ✓ 5 Masterclasses
- ✓ Coaching sessions
- ✓ Regular reviews
- ✓ Online learning
- ✓ Unlimited support
- ✓ End point assessment



96%

The average feedback score that we receive for our training courses

What Will Your Employees Improve?



Here's a high level overview of the knowledge, skills and behaviours taken from directly from the apprenticeship standards that your learners can expect to improve on this programme.

Knowledge



- ✔ Business knowledge and understanding
- ✔ Customer journey knowledge
- ✔ Knowing your customer and their needs
- ✔ Customer service culture and environment awareness

Skills



- ✔ Business focused service delivery
- ✔ Providing a positive customer experience
- ✔ Working with your customers
- ✔ Customer service performance
- ✔ Service improvement

Behaviours



- ✔ Developing self
- ✔ Ownership/responsibility
- ✔ Team working
- ✔ Equality – treating customers as individuals
- ✔ Presentation – to build trust, personal language

? Did You Know...

Don't just think that this programme is suited to only retail staff or those handling calls. Anyone involved in providing a superior level of service to internal and external customers is suited to this apprenticeship. This includes most of us!

Apprenticeship Programme Details



Length Of Programme

This programme takes a minimum of 15 months to complete. We'll create a development schedule that aligns with your business requirements and availability of your people.



Entry Requirements

Apprentices will be required to have or achieve level 1 English and Maths and to have taken level 2 English and Maths tests prior to completion of their Apprenticeship.



Need Maths & English Support?

Apprentices will be supported to develop and improve their English and maths skills prior to sitting their Functional Skills exams by our specialist functional skills trainers.



Developing Knowledge, Skills & Behaviours

Achieved through a programme of masterclass workshops, tasks, activities and research. The masterclasses can be delivered face to face or online by our specialist trainers.



Personalised Skills Coaching & Support

Learners will be required to demonstrate their skills, knowledge and behaviours in the work setting. This activity will be supported by one of our experienced skills coaches.



End Point Assessment

Throughout their apprenticeship journey your apprentices will be given support to develop their understanding and approach to completing their end point assessment.

Programme Structure

Designed in a way that will maximise the performance of each learner



Learning the theory of a topic is great but it's what the learner does to **embed the learning** and actually use it, that matters most. All **learning is reinforced** with ongoing coaching, online resources and off-the-job activity to bring it all to life. Each part of the programme supports the learner to apply their knowledge and skills via **INTENT – IMPLEMENT – IMPACT**.

♥ What did they plan to change? ♥ What did they change and how? ♥ What impact did it make?



Onboarding & Induction

Initial workshop and event about the programme and how to get a high grade.



Skills Individual Learning Plan

Creation of a pre-programme learning and development plan. Includes goal setting and actions.



5 x 1-Day Masterclasses

Practical and engaging. Can be classroom based or delivered virtually. Run by best in class trainers.



Regular Coaching Sessions

One to one development with a designated skills coach. Covers skills and an assessment progress review.



Digital Learning

To take in-between masterclasses and to help embed the learning. Self-study and in the flow of work resources.



Off-The-Job Training

20% of the learner's total working hours is used for "off-the-job" learning and development activities.



Ongoing Reviews

Held between the learner, employer and skills coach to monitor progress and to make any adjustments.



Support & Help

Our designated skills coaches will always be on hand to help your learners throughout the programme.



End Point Assessment

End of programme assessment. Consists of activities like observations, evidence, tests and discussions.



Apprenticeship

Learners gain a pass, merit or distinction from their end point assessment based on their results.

Customised Blended Programmes

Your programme will be unique and designed in a way that gets the best out of your people



We'll work with you to create a unique programme for each of your learners. This can include face to face training, LIVE webinars, online training, action learning sets, work based projects, coaching and microlearning.

Our solutions are flexible and focused on results. What's right for one client may not be the best approach for your people so we will work together to determine the best design of your programme to maximise the results.



Face to Face Masterclasses



LIVE Virtual Workshops



Digital Learning



Coaching



Assessments



Self-Directed Learning



Action Learning Sets



Peer to Peer Coaching



Work Based Project



Flipped Classroom

Core Programme Of Masterclasses

Whether face to face or virtual, these 5 masterclasses underpin the programme



We don't provide "chalk and talk" courses delivered by the same trainer throughout. Instead, we create **engaging and practical masterclasses** where we use **best in class, hand picked specialist trainers, experts and guest speakers** to develop and deliver each workshop.

At the core of this programme are the following 5 masterclasses. Delivered either face to face in the classroom, as LIVE virtual sessions or blended.

- 1 Customer Journey Knowledge, Knowing your Business and Organisation and your Role and Responsibility
- 2 Understanding the Organisation
- 3 Knowing your Customers and their needs – Customer Insight
- 4 Customer Service Culture and Environment
- 5 Systems and Resources – Customer Experience



Masterclass Overview

Here are the overall topics and areas covered within each masterclass.



The following topics will be covered before, during and after each masterclass and as part of the off-the-job learning.



Masterclass 1

Customer Journey Knowledge, Knowing your Business and Organisation and your Role and Responsibility

- What does the customer journey look like?
- Why do customer issues and complex situations sometimes need referral or escalation for specialist attention
- Understanding commercial factors and authority limits for delivering the required customer experience
- Understanding the principles and benefits of being able to think about the future when taking action or making service-related decisions
- What does continuous improvement mean in a service environment?
- How service recommendations for change impact on the organisation
- Understanding the underpinning business processes that support the best outcome for customers and organisation



Masterclass 2

Understanding the Organisation

- What does excellence look like in your role?
- Determining the value of your role as an expert in the organisation
- Understanding your organisation's current business strategy in relation to customers and the importance of making recommendations for the future



Masterclass 3

Knowing your Customers and their needs – Customer Insight

- Understanding the importance of your internal and external customers.
- How customers behaviour requires different approaches and responses depending upon their specific needs
- How to analyse 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 how customer expectations can differ between cultures, ages and social profiles
- How to review and understand a wide range of customer types and the role of emotions in bringing about a successful, positive and sustainable outcome for all parties

✓ Specialist Trainer ✓ Engaging ✓ Practical ✓ Customised ✓ Face to Face or Virtual

Masterclass Overview

Here are the overall topics and areas covered within each masterclass.



The following topics will be covered before, during and after each masterclass and as part of the off-the-job learning.



Masterclass 4

Customer Service Culture and Environment

- Understanding the appropriate legislation and regulatory requirements that affect the business
- Understanding your responsibility in relation to legislation and regulatory requirements and how to apply it when delivering service
- How to problem solve and make better decisions to provide recommendations and advice
- How to manage and resolve complex issues using a variety of techniques and strategies
- How to find a solution that meets the need of the organisation and the needs of the customers



Masterclass 5

Systems and Resources – Customer Experience

- Understanding your systems, equipment and technology to meet the needs of the customer and their pros and cons
- Learning how to measure and evaluate the customer experience
- Understanding various types of measurement and evaluation tools available to monitor and record customer service levels
- How to proactively gather customer feedback, through a variety of methods
- Critically analyse and evaluate the meaning, implication and facts of feedback and act upon it
- How to build trust with a customer and how this can be achieved

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Progress Reviews & End Point Assessment



Ongoing Reviews

As part of this programme your learners will receive regular coaching sessions. This will develop their knowledge, skills and behaviours further and also ensure that they're on track for passing the apprenticeship through tailoring the learning and development to each individual. Evidence of their development will be collated and stored within their e-learning account. This will allow their coach to review the skills and knowledge they have learnt and continually tailor their individual learning plan to their training needs.

Gateway

Before each learner is able to progress to the End Point Assessment (EPA) both you (employer) and their coach will ensure that they have the sufficient levels of knowledge, skills and behaviours required to pass - this is known as Gateway.

Once everyone is in agreement that the learner is ready, they can then progress to the End Point Assessment.

End Point Assessment

All apprenticeships contain a compulsory end of programme assessment which is called an End Point Assessment (EPA).



Assessment

Assessment methods (or components of) can be:

- ✓ Observations
- ✓ Practical Assessments
- ✓ Tests
- ✓ Discussion
- ✓ Interview
- ✓ Presentation & questioning
- ✓ Project
- ✓ Evidence Portfolio
- ✓ Logbooks

How Much Does This Apprenticeship Cost?

Customer Service Specialist Level 3



**For Levy
Employers**

£4,000 per person



**For Non-Levy
Employers (SMEs)**

£200 per person
(you receive 95% funding)

Each learner receives

- ✓ Onboarding & Induction
- ✓ 5 x 1-Day Masterclasses
- ✓ Digital Learning
- ✓ Ongoing Reviews
- ✓ End Point Assessment
- ✓ Skills Individual Learning Plan
- ✓ Regular Coaching Sessions
- ✓ Off-The-Job Training
- ✓ Support & Help
- ✓ Apprenticeship



Enquire today



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