

## 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



Select how you want your programme to run. Workshops, virtual, coaching, self-study or mix and match.

# 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.

Our programmes are not chalk and talk! We can **customise the style, the format and the delivery of the programme** to suit your organisation – it will be a complete bespoke solution so your learners and organisation achieve real, tangible benefits from it.

Some of our employers prefer face to face workshops, others prefer virtual sessions and some prefer the programme to be delivered as action learning sets. You can combine all three or add virtual coaching, self-study and online learning into the mix!

We'll work with you to determine what is best for you.

This programme is **fully customisable**.



## At a glance

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



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

We'll create a development schedule that aligns with your business requirements and availability of your people. Typically this programme takes 12 months to complete.



## 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 blended delivery mix that is right for your organisation - workshops, virtual, coaching, self-study & action learning sets. Or mix and match.



## 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.



## Practical Learning Events

These can consist of workshops, masterclasses, virtual training, action learning sets, projects or coaching.



## 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 learning events and to help embed the learning. Selfstudy 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 Content Outcomes

Here are the overall topics covered across the programme.



## Learning Styles

- Informal and formal learning
- Learning styles models
- Learning agility



## Customer Journey Knowledge

- Understand the possible journeys of your customers, including challenges and the end-to-end experience
- Understand the underpinning business processes that support you in bringing about the best outcome for customers and your organisation



## Providing A Positive Customer Experience

- Manage challenging and complicated situations
- Use clear explanations, provide options and solutions
- Demonstrate a cost-conscious mind-set when meeting customer and the business needs



## Business Knowledge & Understanding

- 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



## Business-Focused Service Delivery

- Resolve complex issues by being able to choose from and successfully apply a wide range of approaches.
- Finding solutions that meet your organisations needs as well as the customer requirements



## Knowing Your Customers

- 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



## Working With Your Customers

- 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 Culture

- 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

# 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
- ✓ Customised Programme
- ✓ 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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