

## 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

For Cohorts or  
Individual Learners

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



Training provider  
**MTD Training Ltd**  
Employer reviews  
★★★★ Excellent



# Customer Service Specialist

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



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### Did you know?

We can run this as an in-house training programme for a cohort or we can use our eco-delivery model and run the programme completely through virtual training and virtual coaching enabling us to run the programme for individual learners.

# Apprenticeship Programme Overview



## Who Is This Programme For?

This programme is ideal for those who are responsible for dealing with more **complex or technical customer requests, complaints, and queries**.

You might be part of a specific team who handles a certain type of query or an escalated complaint or technical case.

## What Will You Learn?

This **12-month programme** covers all the essentials of the more **complex customer service** enquiries, requests, and complaints that you might receive.

It will enable you to enhance your business knowledge and understanding and at the same time work with your customers to solve their problems delivering a positive customer experience in the process.

The programme will cover all the **essential knowledge, skills and behaviours** that are required to be a successful customer service specialist.



## At a glance

- ✓ Individual training needs analysis
- ✓ Monthly coaching sessions
- ✓ Role-based tasks and activities
- ✓ Online and blended learning
- ✓ Real-world projects
- ✓ Tangible outputs and impacts
- ✓ End Point Assessment



# How Is The Programme Delivered?

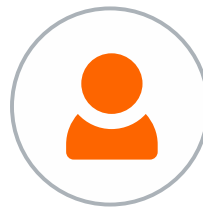


## We Offer 2 Delivery Routes



### Cohort Delivery

In-house, customised delivery for a number of you from the same company. Choose from face to face, virtual and online delivery methods.



### Individual Learner

Monthly 2 hour virtual training and coaching sessions for individual learners. Flexible, remote learning that is personalised to your role.

## Cohort Delivery Options Can Include



### 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



# What Will Learners Improve?



Here's a high level overview of the knowledge, skills and behaviours taken from directly from the apprenticeship standards that 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!

# 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

# 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.

# 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).

Upon successful completion of the Customer Service Specialist apprenticeship, **learners will achieve a nationally recognised Advanced Apprenticeship and will be eligible for Professional Membership** with the Institute of Customer Service.



## 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

### Duration

Typically, this programme will take 12 months.

### Eligibility

Learners without level 2 English and Maths will need to achieve this level prior to taking the end point assessment.



Education & Skills  
Funding Agency

**Enquire today**



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