

APPRENTICESHIP IN CUSTOMER SERVICE SPECIALIST

Customer Service Specialist Apprenticeship (Level 3)

Role Profile – 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.

Key responsibilities include:

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What apprentices will learn

- Understand what continuous improvement means in a service environment and how your recommendations for change impact your organisation
- Understand your organisation's current business strategy in relation to customers and make recommendations for its future
- Understand the underpinning business processes that support you in bringing about the best outcome for customers and your organisation
- Keep current, knowledge and understanding of regulatory considerations, drivers and impacts in relation to how you deliver for customers
- Demonstrate a continuous improvement and future focussed approach to customer service delivery including decision making and providing recommendations or advice

What's involved?

- Bespoke standards
- Functional skills (Literacy and Numeracy)
- End Point Assessment (EPA)

How long does the apprenticeship take?

The apprenticeship will take a minimum of 12-15 months to complete depending on experience.

What has changed from the framework?

- The new standards are now more bespoke to the employer/learner
- Created by industry experts, such as: Boots UK, Centrica, Institute of Customer Service, Accelerator Solutions, bpi.recycled products, BT, Eon Energy, Osbourne Property Services, Capita, Northern Power Grid

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Summary of roles and responsibilities

Assessor	Role
Employer	<ul style="list-style-type: none"> Provides coaching and mentoring to the apprentice throughout the duration of the apprenticeship. Works with the training provider to carry out a continuous review of the evidence generated by the apprentice as part of the on-programme assessment process. Supports 'on the job' training and offers relevant experience. Following consultation with the training provider, should sign off that the apprentice has achieved the requirements of the Assessment Gateway and is ready to proceed to the end-point assessment process.
Training Provider (This function could be undertaken by the Employer)	<ul style="list-style-type: none"> Must be on the Education and Skills Funding Agency's Register of Apprenticeship Training Providers (RoATP). Delivers 'off the job' training in accordance with the apprenticeship standard. Works with the employer and undertakes formative assessment of the apprentice against the standards as part of the on-programme assessment process.
Independent Assessor	<ul style="list-style-type: none"> Provides an independent view as they will not have had any prior involvement with the apprentice. Brings added rigor and consistency to the assessment through their wider industry perspective, knowledge and experience. Assesses all components of the final end-point assessment independently using the assessment methods and grading descriptors set out in Appendix B Participates in standardisation events.
End-point Assessment Organisation (EPAO)	<ul style="list-style-type: none"> Must be on the Education and Skills Funding Agency's (ESFA) Register of End-Point Assessment Organisations (RoEPAO). Designs and offers the end point assessments. Sources, allocates and manages the independent assessors. Runs standardisation events for independent assessors. Provides internal/external verification to ensure consistency of assessment decisions.

How does the EPA work?

Assessment Method	Timescale for completion	Assessed by	Grading
Practical observation with Q&As	Within 3 months from the start of the end-point assessment period	End-point assessment organisation (EPAO). Distinction	Fail/Pass/Distinction
Work based project, supported by an interview	The work-based project is completed within 2 months from the start of the end-point assessment period The interview will take place before the end of the 3-month end-point assessment period	End-point assessment organisation (EPAO). Distinction	Fail/Pass/Distinction
Professional discussion supported by portfolio evidence	Within 3 months from the start of the end-point assessment period	End-point assessment organisation (EPAO). Distinction	Fail/Pass/Distinction

Career progression

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 management.

USEFUL DOCUMENTS

Levy website: www.app-levy.co.uk
Course profiles and job role suitability:
Found on www.carefirsttraining.co.uk/training/
Employer responsibilities and course delivery info sheet:
 Available upon request on info@carefirsttraining.co.uk