








Customer Service Level 3 Apprenticeship

The main purpose of a customer service specialist is to be a 'professional' for direct customer support within all sectors and organisation types. They are an advocate of customer service who act as a referral point for dealing with more complex or technical customer requests, complaints and queries, as well as often being an escalation point for complicated or ongoing customer problems. As an expert in an organisation's products and/or services, they will share expert knowledge with wider team and colleagues.

Key responsibilities of a customer service specialist may include dealing with customer requests, complaints and queries, gathering and analysing data and customer information, sharing expert knowledge and effective use of digital technologies.

OVERVIEW OF PROGRAMME

Below are examples of what the Apprenticeship may include. By selecting specified units, Apprentices can also work towards achievement of the Level 3 Customer Service Certificate and in doing so, will also cover most of the knowledge and skills required for the Level 3 Apprenticeship.

-  Business knowledge and understanding
-  Customer journey
-  Knowing customers and their needs
-  Customer service culture and environmental awareness
-  Working with your customers
-  Service improvement
-  Ownership/responsibility

END POINT ASSESSMENT

To successfully complete the Apprenticeship, each Learner must pass an independent End Point Assessment, which includes:

- **Practical observation with Q&A**
- **Project report, presentation and questioning**
- **Professional discussion underpinned by the portfolio of evidence**

Successful outcome will be graded as either Pass or Distinction.

DELIVERY STRUCTURE

Programme delivery is flexible and is tailored to meet industry, sector and roles needs. Apprentices benefit from a blended learning programme that includes:

- Skills coach and tutor support;
- Online learning and delivery sessions;
- Self-study tasks
- Regular progress reviews, calls or visits with their skills coach
- English/Maths specialist tutor support where required

**GIVE YOUR EMPLOYEES
THE OPPORTUNITY TO
ELEVATE THEIR CAREER
WITH AN APPRENTICESHIP AND
BECOME A LEADER IN YOUR
BUSINESS TODAY...**



SKILLS AND BEHAVIOURS

- Business-focused service delivery
- Providing a positive customer experience
- Working with your customers/customer insights
- Customer service performance
- Service improvement
- Develop staff
- Takes Ownership/responsibility
- Team work
- Equality
- Presentation

KEY INFORMATION

- Duration of Programme:** 15 months
- Qualifications Gained:** Level 3 Apprenticeship in Customer Service Specialist, Level 3 Customer Service Certificate (embedded qualification), Level 2 in Functional Skills Maths and English (if applicable).
- Typical Job Roles:** Customer Service Executive, Senior Customer Service Advisor, Complaints handler, Customer Service Specialist and Customer Service Team Leader
- 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. Team Leader Level 3 or Operations/Departmental Manager Level 5
- Programme Value:** £4,000 (funded by Levy or Government funding depending on company size)

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