



Linked to our Professional Services Pathway providing career advancement and progression opportunities.

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APPRENTICESHIP

CUSTOMER SERVICE SPECIALIST

Building on the Level 2 apprenticeship, the Customer Service Specialist Level 3 Apprenticeship prepares individuals for a leading role in customer service. This apprenticeship expands on some of the topics in the level 2 apprenticeship, as well as including customer service strategy, communication, customer experience, product and service knowledge, and complaint resolution.

Upon completion of the apprenticeship, apprentices will possess a deep understanding of customer service and will be able to provide exceptional customer service in a variety of settings, including retail, hospitality, and call centres. They will also be equipped with the skills and knowledge to develop and implement customer service strategies, analyse customer feedback, and lead and motivate a team.

As a Customer Service Specialist, they will play a pivotal role in delivering superior customer service and fostering customer satisfaction. Their professional and empathetic communication style enables them to represent their organisation in a positive light. Equipped with these competencies, they have the potential to ascend to higher positions within their organisation or further their professional development in customer service or management.



Level 3



£0 to £200

Maximum cost for non-levy employers and micro-businesses



15+ months

Approximate on-programme training (does not include EPA period)



£4,000

Maximum cost/funding for levy employers



Knowledge

- Business knowledge and understanding
- Customer Journey knowledge
- Knowing your customers and their needs/ Customer Insight
- Customer service culture and environment awareness



Skills

- Self Awareness
- Teambuilding and leadership
- Professionalism and presentation
- Communication & interpersonal skills, remaining calm under pressure
- Your organisation
- Customer needs and priorities
- Conflict and complaints
- Change and Improvement
- Business processes, finance and regulation
- Report writing and research



Behaviours

- Developing self
- Ownership/ Responsibility
- Team working
- Equality
- Presentation

ENROLMENT TIMELINE

- 01 Complete the online skills scan
- 02 Accept the Team's invitation to an induction session
- 03 Register in Bud (photo evidence of ID required)
- 04 Complete initial assessments (Functional Skills)
- 05 Attend enrolment session
- 06 Sign enrolment forms

CONGRATULATIONS YOU ARE NOW ON THE PROGRAMME

CUSTOMER SERVICE SPECIALIST ROADMAP

Modules are delivered holistically through-out the programme.

18+ months

15+ months

3+ months

| Module 1 | Module 2 | Module 3 | Module 4 | Module 5 | Module 6 | Module 7 | Module 8 | Module 9 | Module 10 | Module 11 | Module 12 | End-Point Assessment | |
|--|--|--|---|---|---|---|--|--|---|--|---|----------------------|---|
| Apprenticeship Induction | Roles and responsibilities and self awareness | Teambuilding and leadership | Professionalism and presentation | Communication & interpersonal skills, remaining calm under pressure | Your organisation | Customer needs and priorities | Conflict and complaints | Change and Improvement | Business processes, finance and regulation | Report writing and research | End-Point Assessment Preparation | | |
| INDUCTION | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | Online Masterclass | | <ul style="list-style-type: none"> Mock Practical observation/Q&A Build workbased project Professional Discussion |
| KSBs | KSBs | KSBs | KSBs | KSBs | KSBs | KSBs | KSBs | KSBs | KSBs | KSBs | KSBs | EPA GATEWAY | |
| Preparing for your apprenticeship training Personal development | What kind of mindset do you have Understanding the sales environment Emotional intelligence Tools for self awareness Personal responsibilities and working in business environment | Your team Supporting each other Leading a team Leadership styles Review diversity within a team and its impact on communication, innovation and your leadership Understanding the sales environment | What is brand advocacy Your own personal presentation Presentation skills Positive attitude How personal presentation impacts on their organisation's brand Sales techniques | Effective communication Questioning techniques Sales techniques and processes Emotional intelligence and customer service Distinction criteria: How to maintain a positive relationship with a customer | Reflect on company brand and mission statement Company strategy Company market and its competitors Company structure | What is an internal and external customer What are their expectations? What is a typical customer journey How are the customer journey's managed What is customer loyalty | Maintaining a positive relationship with customers Escalating issues when there are problems? Why customer issues arise? Resolving issues Advanced questioning skills Improving your service? | Dealing with change and the impact of change CS delivery How would you make change? Benefits of change Legislation regarding change Gaining feedback for change PESTLE | What is a business process? What is a regulation? Understanding legal, regulatory and ethical requirements in sales and marketing What is an SLA? PESTLE analysis Factors that influence your business | Research skills Data types Gathering information | Use mock EPA materials from EPA company including: Work based project mark scheme Practical observation with Q&A mark scheme Professional discussion mark scheme | | <p>REMOTE ASSESSMENT</p> <p>Workbased project Portfolio of evidence</p> <p>LIVE ASSESSMENT</p> <ul style="list-style-type: none"> Professional discussion on portfolio Observation with Q&A Interview based on workbased project |
| 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | 1-2-1 tutor review | | |

Formal review every 8-12 weeks

0 - 6 months Functional Skills based on Prior Qualifications and Assessment results

