



PROGRAMME OVERVIEW:

CUSTOMER SERVICE SPECIALIST

LEVEL 3

TYPICAL DURATION 12 - 15 MONTHS

LEVEL 2 MATHS AND ENGLISH SKILLS
WHERE APPLICABLE

BLENDING WORKPLACE DELIVERY

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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 environments including contact centres, retail, web-chat, service industry or any customer service point.

KNOWLEDGE

The customer service specialist will need to understand what continuous improvement means in a service environment and how change can impact your organisation. Be able to understand the impact the service provision has on the wider organisation and the value it has. Have knowledge of their organisation's current business strategy in relation to customers and make recommendations for its future. Understand the principles and benefits of being able to think about the future when taking action or making service-related decisions. Understanding a range of leadership styles and apply them successfully in a customer service environment.

They should be able to understand and critically evaluate the possible journeys of customers, including challenges and the end-to-end experience. Understand the reasons why customer issues and complex situations sometimes need referral or escalation for specialist attention. Being able to have knowledge of the underpinning business processes that support you in bringing about the best outcome for customers and the organisation. Knowledge of the commercial factors and authority limits for delivering the required customer experience.

Know the internal and external customers and how their behaviour may require different approaches. Be able to analyse, use and present a range of information to provide customer insight. Knowledge on what drives loyalty, retention and satisfactory and how they impact on the organisation.



SKILLS

Be able to demonstrate a continuous improvement and future focussed approach to customer service delivery including decision making and providing recommendations or advice. Resolve complex issues by being able to choose from successfully apply a wide range of approaches.

Be able to find solutions that meet your organisations needs as well as the customers' requirements. Providing a positive customer experience through advanced questioning, listening, and summarising negotiate mutually beneficial outcomes. Being able to manage challenging and complicated situations within own level of authority and make recommendations to enable and deliver change to service or strategy. Doing this through use of clear explanations, providing options and solutions to influence and help customers make choices and agree next steps.

Able to explore and interpret the customer experience to inform and influence achieving a positive result for customer satisfaction. Able to demonstrate a cost-conscious mind set when meeting customer and the business needs. Identify where highs and lows of the customer journey produce a range of emotions in the customer.

Also being able to use written and verbal communication to support a positive customer outcome. Gathering customer insight by pro-actively gathering customer feedback, through a variety of methods. Analyse your customer types, to identify or anticipate their potential needs and expectations when providing service. Being able to maintain a positive relationship even when you are unable to deliver the customer's expected outcome.

BEHAVIOURS

Delivering Self: Pro-actively keep service, industry and best practice knowledge and skills up to date. Consider personal goals related to service and take action towards achieving them.

Ownership/Responsibility: Personally commit to and take ownership for actions to resolve issues. Exercise pro-activity and creativity when identifying solutions to customer and organisational issues. Make realistic promises and deliver on them.

Team Working: Work effectively and collaboratively with colleagues at all levels to achieve results. Recognise colleagues as internal customers. Share knowledge and experience with others to support colleague development.

Equality: Adopt a positive and enthusiastic attitude being open minded and able to tailor your service to each customer. Be adaptable and flexible to your customer needs whilst continuing to work within agreed customer service environment.

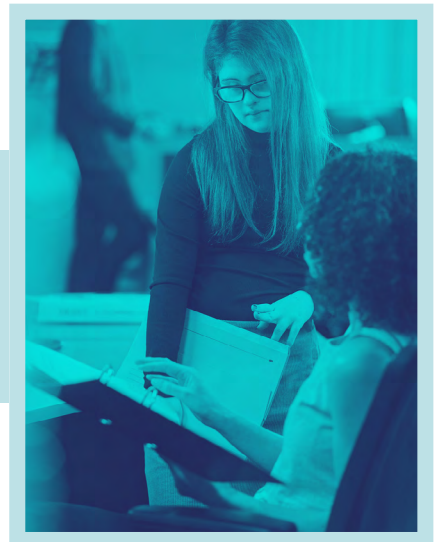
Presentation: Demonstrate brand advocacy, values and belief when dealing with customer requests to build trust, credibility and satisfaction. Ensure your personal presentation, in all forms of communication, reflects positively on your organisation's brand.

APPRENTICE JOURNEY

PRE-ENROLMENT	ENROLMENT	LEARNING & ASSESSMENT	GATEWAY	END POINT ASSESSMENT
<ul style="list-style-type: none"> • Recruitment support • Information, advice, and guidance • Health and safety vetting • Initial assessments • Application form 	<ul style="list-style-type: none"> • Full induction with trainer • Manager/mentor involvement • Individual Learning Plan • Commitment agreed • Skill scan of prior knowledge 	<ul style="list-style-type: none"> • Knowledge, skills and behaviours • Off the job training • Portfolio • Resources • Learner reviews • 12-week progress reviews • Functional skills 	<ul style="list-style-type: none"> • Formal meeting with apprentice and mentor/manager to identify if the apprentice is ready to move into End Point Assessment 	<ul style="list-style-type: none"> • Practical Observation with Q&A • Work based project supported by interview • Professional discussion supported by portfolio evidence

DELIVERY

We have an integrated approach to teaching, learning and assessment by embedding the programme into the job role of the apprentice in the workplace alongside a workplace mentor. The workplace mentor needs to develop the apprentice with objectives relevant to the Apprenticeship Standard requirements and complete internal training activities in a collaborative approach with the PV trainer.



END POINT ASSESSMENT

ASSESSMENT METHOD	ELEMENTS ASSESSED
PRACTICAL OBSERVATION WITH Q&A	The practical observation is covered in one session, lasting 1 hour +/- 10% tolerance either way. The observation should involve activities which allow the apprentice to demonstrate the full range of their knowledge, skills and behaviours required.
WORK BASED PROJECT, SUPPORTED BY INTERVIEW	Apprentices must submit a written report, on a project they have carried out, to their EPAO 2 weeks prior to an interview date. The written report must be 2500 words (+/- 10%), excluding annexes. All work on the project will be undertaken following the Gateway process over a two-month period.
PROFESSIONAL DISCUSSION	The professional discussion will last for 60 minutes (+/- 10%). During the professional discussion, evidence from the on-programme portfolio of evidence will be used as a base to support the professional discussion.
PASS LEVEL	Pass and Distinction.