

# CUSTOMER SERVICE SPECIALIST

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.



## Is this training programme for your business?

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.

## The programme in brief

- Level 3 Apprenticeship Standard
- Duration – 18 months
- Level 2 Functional Skills where appropriate
- End-Point Assessment

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## The learner journey

**1. 18 months on-programme** – This is when the individual will learn the skills, knowledge and behaviours which will support them for their End Point Assessment. The learner could partake in a combination of activities, such as classroombased sessions, mentoring, shadowing, bespoke resources and off-site visits in order to support their learning and development. Learners must also partake in off-job training.

**2. Gateway** – After the 18 months teaching and learning, you, your training provider and the learner will review the learners's journey and decide whether it is the right time for the on-programme assessment.

**3. End-Point Assessment** – This is when your learner will need to demonstrate they have learnt the required knowledge, skills and behaviours, through an on demand knowledge test, a professional discussion, practical observation and business project.

## How your employees will learn

We want to ensure that your staff members benefit fully from their training. As a result, we will mix in-person instruction with online learning to provide them the support and direction they require. A committed mentor will be assigned to each learner to help them through their training plan. Learners get unrestricted access to online resources for learning and support, as well as their mentor. The learners will benefit from all of this in order to satisfy the standards, which will enable them to become competent and completely qualified.

We will facilitate the delivery of the learners's End-Point Assessment through an approved Assessment Organisation registered on the Register of Apprenticeship Assessment Organisations.

## Who is this programme for?

This apprenticeship builds on the your previous skills and knowledge in customer service role, allowing you to adapt your communication at any level to achieve a positive outcome for customers externally and stakeholders internally.

Typically this apprenticeship will suit:

- Customer Service Manager
- Senior Customer Service Advisor
- Customer Services Coordinator
- Team Leader

## What will you learn?

This 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.

Completion of this apprenticeship will lead you to be eligible to join the Institute of Customer Service as an Individual member at professional level. As well as progressing on to the level 3 Customer Service Specialist apprenticeship programme or alternatively the level 3 Business Administration apprenticeship.

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