



Customer Service Specialist

Course Duration / 15 Months Level 3

Apprenticeship Standard

A professional for direct customer support within all sectors and organisation types.

Course Overview

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.



Education & Skills
Funding Agency



Contact Us

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Customer Service Specialist Course Content

Knowledge

- * Understand what continuous improvement means in a service environment and how your recommendations for change impact your organisation.
- * Understand the impact your service provision has on the wider organisation and the value it adds.
- * Understand how to analyse, use and present a range of information to provide customer insight
- * Understand and critically evaluate the possible journeys of your customers, including challenges and the end-to-end experience.
- * Understand your business environment and culture and the position of customer service within it.
- * Understand how to find and use industry best practice to enhance own knowledge.

Skills

- * Demonstrate a continuous improvement and future focussed approach to customer service delivery including decision making and providing recommendations or advice.
- * Explore and interpret the customer experience to inform and influence achieving a positive result for customer satisfaction.
- * Proactively gather customer feedback, through a variety of methods. Critically analyse, and evaluate the meaning, implication and facts and act upon it.
- * Maintain a positive relationship even when you are unable to deliver the customer's expected outcome.
- * When managing referrals or escalations take into account historical interactions and challenges to determine next steps.
- * Make recommendations based on your findings to enable improvement.

Behaviours

- * Proactively keep your service, industry and best practice knowledge and skills up-to-date.
- * Consider personal goals related to service and take action towards achieving them.
- * Exercises proactivity and creativity when identifying solutions to customer and organisational issues.
- * Make realistic promises and deliver on them.
- * Work effectively and collaboratively with colleagues at all levels to achieve results.
- * Recognise colleagues as internal customers.
- * Ensure your personal presentation, in all forms of communication, reflects positively on your organisation's brand.