

LEVEL 3

# CUSTOMER SERVICE SPECIALIST

## APPRENTICESHIP STANDARD

**18 MONTHS DURATION**  
( 15 months learning / 3 months EPA )



### WHO IS THIS APPRENTICESHIP FOR?

This apprenticeship standard is an ideal programme for those wishing to become a 'professional' for direct customer support within all sectors and organisation types.

Developing skills to be an advocate of customer service who acts as a referral point for dealing with more complex or technical customer requests, complaints, and queries.

### ENTRY REQUIREMENTS

As part of this standard you will need to work towards and achieve Level 2 functional skills in maths and English.

### COSTS

Maximum of £4,000 if you are a Levy payer  
Maximum of £200 if you are a non-Levy company

### END POINT ASSESSMENT

This apprenticeship includes an end point assessment consisting of:

- Practical observation with question & answers
- Work based project supported by an interview
- Professional discussion based on a portfolio of evidence

### WHAT YOU'LL LEARN

This apprenticeship is delivered through a combination of planned learning sessions, workplace visits, on and off the job training and 1 to 1 support.

It covers areas such as:

- Exploring organisations current business strategy for customer service and make recommendations for improvement
- Understand a range of leadership styles and apply them successfully in a customer service environment
- Know your internal and external customers and how their behaviour may require different approaches from you
- Understand how customer expectations can differ between cultures, ages and social profiles

### PROGRESSION OPPORTUNITIES

Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level.