

# Apprenticeship Standard for Customer Service Specialist

## Occupation:

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 technologies. This could be in many types of environment including contact centres, retail, webchat, service industry or any customer service point.

## Entry Requirements:

The entry requirements for this apprenticeship will be decided by each employer, but may typically be five GCSE's at grade C/4 or higher.

## Course Content & Duration

### **Knowledge**

Business Knowledge & Understanding  
Customer Journey Knowledge Knowing your customers & their needs  
Customer Insights  
Customer service culture & environmental awareness

### **Behaviours / Attitude**

Self – Developing  
Ownership/  
Responsibilities Team working  
Equality  
Presentation

### **Skills**

Business focused service delivery  
Providing a positive customer experience  
Working with your customers  
Customer service performance Service improvement

**City & Guilds**



**HOET**

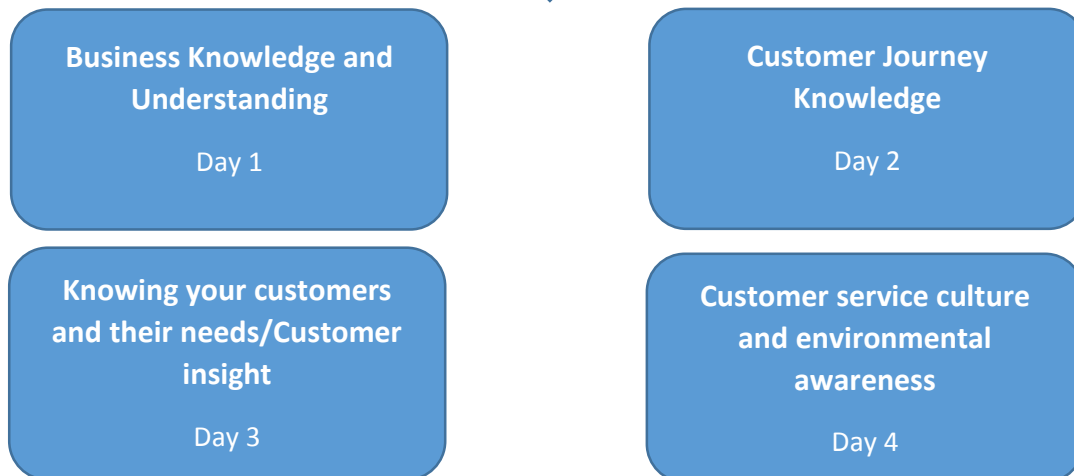
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## On Programme:

On completion of your course you will have achieved a City & Guilds Customer Service Specialist Level 3 standard. If necessary Heart of England Training will support you with achieving Maths and English through either GCSE's or Functional Skills examinations.

## Workshops:

We will be delivering the following workshops to complement your qualification. Please note that workshops can be tailored to suit organisational requirements whilst meeting the Apprenticeship Standard for Customer Service. Dates will be announced on our website: [www.hoet.co.uk/customer-service](http://www.hoet.co.uk/customer-service).



## Gateway:

We will also be offering 2 full day workshops to prepare you for the End Point Assessment (EPA).

## EPA:

The EPA will consist of an Apprentice Showcase which is a work based project supported by an interview, a practical observation with Q&A and a professional discussion supported by a portfolio of evidence.

## 20% Off the Job Training:

Heart of England Training will support you in realising 20% off the job training, including our 4 full day workshops, total qualification of 15 months plus 90 days for EPA, and offering added value complementary day courses to suit the needs of your business.

# HOET