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CUSTOMER SERVICE SPECIALIST LEVEL 3

The main purpose of a customer service specialist is to be a 'professional' for direct customer support within all sectors and organisation types.

The apprentice will be an advocate of Customer Service who acts as a referral point for dealing with more complex or technical customer requests, complaints, and queries. They are often an escalation point for complicated or ongoing customer problems. As an expert in the organisation's products and/or services, they share knowledge with the wider team and colleagues. They 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.

What knowledge and skills will the apprentices develop?

Knowledge:

Business Knowledge and Understanding
Customer Journey knowledge
Knowing your customers and their needs/ Customer Insight
Customer service culture and environment awareness

Skills:

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

Behaviours / Attitude

Develop self
Ownership/ Responsibility
Team working
Equality

Duration:

The apprenticeship will take typically 15 -18 months to complete depending on experience.

Entry Requirements:

Organisations will set their own entry criteria and are more likely to select individuals with more advanced inter- personal skills, experience of working with customers in some capacity. The apprentice must achieve level 2 English and maths prior to taking the end point assessment.

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

The End Point Assessment

The EPA can only be triggered after 12 months of starting the apprenticeship and is dependent on when the employer and training provider decide the apprentice is ready. EPA is typically expected to conclude within 3 months. The employer has the final decision to progress the apprentice to EPA. The apprentice and training provider should feel confident the learning outcomes have been achieved.

Practical Observation

The apprentice must be observed, by an independent assessor, undertaking a range of day to day workplace activities. The observation should involve activities which allow the apprentice to demonstrate the full range of their knowledge, skills and behaviours required.

Work Based project & Interview

Work Based Project (supported by an 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 subject should cover a specific high-level challenge (such as a complaint or difficult situation) that the apprentice has dealt with.

The work-based project will be supported by an interview.

Professional Discussion

During the professional discussion, evidence from the on-programme portfolio of evidence will be used as a base to support the professional discussion. The apprentice will extract, from their portfolio, evidence which is suitable for supporting them in their professional discussion.

