

## Apprenticeship Overview

The role of a Customer Service Specialist is to deliver high quality products and services to the customers of their organisation. The customer service practitioner is an advocate of customer service, who acts as a referral point for dealing with more complex, sensitive or technical queries.

## Key Responsibilities

Responsibilities will include demonstrating excellent customer service skills and behaviours at all times, as well as product and/or service knowledge when delivering to your customers. The customer service practitioner may be required to gather and analyse data that influences change and improvement.

## Knowledge covered within the programme includes:

- Business focused service delivery
- Customer Journey Knowledge
- Customer Service Improvement
- Ownership and responsibility

## Qualifications Included

Before taking their end-point assessment apprentices must achieve Level 2 English and maths (equivalent to GCSEs at grades A\* to C).

Apprentices will also be required to undertake a range of end point assessment, including: professional discussion, project work.

Apprentices may also choose to register as an Individual Member with Institute of Customer Service.

## Entry Requirements

The entry requirement for this apprenticeship will be decided by each employer, but may typically be five GCSEs at Grade 4 (or equivalent) minimum. You also choose to consider applicants based on relevant prior experience.

## Programme Level

Level 3

## Duration

Expected duration of 15 to 18 months.

## Job Roles

Specific job roles may include: Customer Relationship Manager, Customer Relations Officer, Customer Service Executive, Customer Service Manager, Customer Supervisor, Customer Support Agent, Customer Support Officer, Delivery Coordinator.

## Delivery Method

The duration of this programme is based on the apprentice working for at least 30 hours per week, including 'Off the Job' Training. If apprentices work less than 30 hours a week the programme duration will be extended. The 20% training is delivered by Creative Sport & Leisure, either at the workplace, off-site or via e-learning. The training is specifically tailored to ensure the apprentice develop the skills they will need to thrive in the workplace, giving apprentices a real advantage with career progression and allow the employer to build a future workforce.

## End Point Assessment Method:

As part of the apprenticeship standard an external End Point Assessment Organisation will carry out your end point assessment using the following methods:

- Observation
- Apprenticeship showcase
- Professional discussion

## Progression

Upon successful completion, the customer service specialist route may progress to further career opportunities, such as managerial roles.

