



Apprenticeship standard: Customer Service Level 3

The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. Your core responsibility will be to provide a high quality service to customers which will be delivered from the workplace, digitally, or through going out into the customer's own locality. These may be one-off or routine contacts and include dealing with orders, payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, after care, service recovery or gaining insight through measuring customer satisfaction. You may be the first point of contact and work in any sector or organisation type. Your actions will influence the customer experience and their satisfaction with your organisation. Your customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

What skills do staff develop?

Staff develop professional competence in many areas by completing Customer Service Apprenticeship Standard. These include:

- Understand the difference between internal and external customers.
- Understand the different needs and priorities of your customers and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective.
- Know the purpose of the business and what 'brand promise' means
- Know your organisation's core values and how they link to the service culture.
- Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation.
- Know the appropriate legislation and regulatory requirements that affect your business.
- Know your responsibility in relation to this and how to apply it when delivering service.
- Know how to use systems, equipment and technology to meet the needs of your customers.
- Understand types of measurement and evaluation tools available to monitor customer service levels

Also, staff can improve their maths and English skills if they have not already achieved level 2 standards.

Duration

Typically, 15-18 months

Regular attendance at training sessions. Use of bespoke virtual learning environment and face to face meetings arranged with nominated management coach.

Eligibility / Entry requirements: Aged 16-60 years. Passionate about your career in Customer Service

Minimum 95% funding covered by Government in many cases 100% talk to us re-funding at contact below

Structure of Apprenticeship

Phase 1 Initial assessment

The **initial assessment** is a pre-course review to plan the candidate's training programme. Specifically, it provides the scope to develop a tailored programme which allows the candidate to acquire and practice the particular skills they need for the job role.

Phase 2 Training

Here, the apprentice undertakes a programme of on and off-the-job training which develops the skills of a competent Customer Service Specialist. Training fits round around working routines. MT+ trainers are on hand to offer ongoing support.

Phase 3 Gateway

The **Gateway** is a review stage towards the end of the apprenticeship when apprentice, employer and MT+ trainer get together to see if any additional training or skills practice is needed.

Phase 4 End Point Assessment

The apprentice is assessed by an independent organisation to see if they have reached the required standards.

Progression options after an apprenticeship

Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level. Should you choose to progress on a customer service career path, you may be eligible for further professional membership including management.

Call: 07789 930837 for further information or email: lesley@managementtrainingplus.com