

# Customer Service Specialist

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

### Knowledge

- ◆ Business Knowledge and Understanding
- ◆ Customer Journey Knowledge
- ◆ Knowing your customers and their needs/ Customer Insights
- ◆ 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

- ◆ Develop self
- ◆ Ownership/Responsibility
- ◆ Team Working
- ◆ Equality
- ◆ Presentation

### Cost

£4,000\*

\* (levy paying organisations)



Education & Skills  
Funding Agency

