

# Business and Management

## Customer Service Specialist Level 3 Apprenticeship

### In Brief

#### Start Date / Duration

You can start an apprenticeship at any time. This programme will take a minimum of 18 months to complete.

#### Entry Requirements

- Four GCSEs at grade 4/C or above plus GCSE English at grade C/4 or above **OR** Customer Service Level 2 Apprenticeship
- You will need to find an employer to employ you as an apprentice. Please see our [Apprenticeship vacancies](#).
- You will need to be at least 16 years of age

#### You will achieve

Level 3 Customer Service Specialist Apprenticeship Standard

### Course Overview

The Customer Service Specialist Level 3 Apprenticeship equips individuals to expertly handle complex customer requests and escalations across various sectors. As a customer service advocate, you will share product knowledge, analyse customer data to drive improvements, and utilise digital technologies, ensuring top-tier service in environments like contact centres, retail, or webchat. Click here [<https://www.instituteforapprenticeships.org/apprenticeship-standards/st0071-v1-2>] for further information regarding the Standard Apprenticeship.

### Course Content

The following criteria will be assessed;

#### Knowledge

- Business Knowledge and Understanding
- Understand what continuous improvement means in a service environment and how your recommendations for change impact your organisation

- Understand the impact your service provision has on the wider organisation and the value it adds
- Understand your organisation's current business strategy in relation to customers and make recommendations for its future
- Understand the principles and benefits of being able to think about the future when taking action or making service related decisions
- Understand a range of leadership styles and apply them successfully in a customer service environment

### **Customer Journey knowledge**

- Understand and critically evaluate the possible journeys of your customers, including challenges and the end-to-end experience
- Understand the reasons why customer issues and complex situations sometimes need referral or escalation for specialist attention
- Understand the underpinning business processes that support you in bringing about the best outcome for customers and your organisation
- Understand commercial factors and authority limits for delivering the required customer experience
- Knowing your customers and their needs/ Customer Insight
- Know your internal and external customers and how their behaviour may require different approaches from you
- Understand how to analyse, use and present a range of information to provide customer insight
- Understand what drives loyalty, retention and satisfaction and how they impact on your organisation
- Understand different customer types and the role of emotions in bringing about a successful outcome
- Understand how customer expectations can differ between cultures, ages and social profiles

### **Customer service culture and environment awareness**

- Keep current, knowledge and understanding of regulatory considerations, drivers and impacts in relation to how you deliver for customers
- Understand your business environment and culture and the position of customer service within it
- Understand your organisation structure and what role each department needs to play in delivering Customer Service and what the consequences are should things go wrong
- Understand how to find and use industry best practice to enhance own knowledge

### **Skills**

#### Business focused service delivery

- Demonstrate a continuous improvement and future focussed approach to customer service delivery including decision making and providing recommendations or advice
- Resolve complex issues by being able to choose from and successfully apply a wide range of approaches
- Find solutions that meet your organisations needs as well as the customer requirements

#### Providing a positive customer experience

- Through advanced questioning, listening and summarising negotiate mutually beneficial outcomes
- – Providing a positive customer experience (cont.)
- Manage challenging and complicated situations within your level of authority and make recommendations to enable and deliver change to service or strategy
- Use clear explanations, provide options and solutions to influence and help customers make choices and agree next steps
- Explore and interpret the customer experience to inform and influence achieving a positive result for customer satisfaction
- Demonstrate a cost conscious mind-set when meeting customer and the business needs
- Identifying where highs and lows of the customer journey produce a range of emotions in the customer
- Use written and verbal communication to simplify and provide complex information in a way that supports positive customer outcome in the relevant format

#### Working with your customers / customer insights

- Proactively gather customer feedback, through a variety of methods. Critically analyse, and evaluate the meaning, implication and facts and act upon it
- Analyse your customer types, to identify or anticipate their potential needs and expectations when providing your service

#### Customer service performance

- Maintain a positive relationship even when you are unable to deliver the customer's expected outcome
- When managing referrals or escalations take into account historical interactions and challenges to determine next steps

#### Service improvement

- Analyse the end to end service experience, seeking input from others where required, supporting development of solutions
- Make recommendations based on your findings to enable improvement
- Make recommendations and implement where possible, changes in line with new and relevant legislation, regulations and industry best practice

For more information regarding the apprenticeship standard, please click here

[<https://www.instituteforapprenticeships.org/apprenticeship-standards/customer-service-specialist/>]

## How will I be assessed?

- Practical observation with Q&As
- Work based project, supported by an interview
- Professional discussion supported by portfolio evidence

## What Equipment Will I Need?

You will be required to provide paper, writing materials, A4 ring binder file, extra wide dividers and clear plastic wallets.

## **Where will I study?**

You will study within the workplace and attend classes at Barnsley College's Old Mill Lane Campus.

## **What can I do next?**

Upon completion you could progress onto further study relating to your role or apply for job roles including:

- Customer Relationship Manager
- Customer Service Co-ordinator
- Customer Service Team Leader

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

## **How much does the course cost?**

There is no cost to being an apprentice. All costs associated with your apprenticeship, including the cost of training and your salary, will be paid by your employer.

## **Financial support**

You may be eligible for assistance with expenses such as travel, books, equipment and childcare. For further information please contact the Student Services Team on 01226 216 267.

## **Extra information**

### **Contact the Apprenticeship Team**

For further information please contact the team on 01226 216 166 or email: [apprenticeships@barnsley.ac.uk](mailto:apprenticeships@barnsley.ac.uk) [<mailto:apprenticeships@barnsley.ac.uk>]

## **Want to join Barnsley Sports Academy and Honeywell Sports Village?**

Barnsley College has a range of sports opportunities for all students to take part in, gain professional training and compete nationally and internationally. We also have a state-of-the-art fitness village, Honeywell Sports Village [<https://www.barnsley.ac.uk/shops-services/honeywell-sports-village/>] where students can make use of our fitness suite, spinning studio and classes for competitive rates. You don't have to be studying sport to get involved in the Sports Academy

[<https://www.barnsley.ac.uk/barnsley-sports-academy/>] .

## **Additional Learning Support**

Our Additional Learning Support team can provide you with the support you need. Call 01226 216 769 for further information.

## **English and Maths**

Having good English and Maths qualifications are important for most careers and we want to give you the help you need to succeed.

If you are aged 16 – 19 and don't hold a grade C/4 or above in GCSE English and Maths, you will automatically be included in your study programme. If you want to work towards achieving a higher grade in English and Maths, we can help you do that too and we offer Level 3 Mathematical Studies (Core Maths) which can be added to your study programme.

If you're aged 19 or above and don't hold a a grade C/4 or above in GCSE English and Maths we can help. We offer FREE English and Maths qualifications that can be studied on a part-time basis, subject to eligibility.

If you need any further information, please contact our Information Team by calling 01226 216 123 or emailing [info@barnsley.ac.uk](mailto:info@barnsley.ac.uk) [<mailto:info@barnsley.ac.uk>]

## **Disclaimer**

Please note we reserve the right to change details without notice. We apologise for any inconvenience this may cause.

**Last updated:** 17th January 2025

### **Want to apply?**

Visit <https://www.barnsley.ac.uk/apply> to get started

Call us on **01226 216 123**