



**Customer Service
Specialist**
Level 3

Seetec
OUTSOURCE



Customer Service Specialist

Programme overview

Level: 3

Duration: Approximately 18 months
(including end-point assessment)

Who is the programme suited to?

This programme is ideally suited to individuals who act 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 and could work within any sector or organisation type.

Learners will become experts in their organisation's products and/or services, sharing knowledge with their wider team and colleagues. They will learn to gather and analyse data and customer information that influences changes and improvements in service and will utilise IT systems and digital technologies to carry out their role effectively.

TYPICAL JOB ROLES

- Senior customer service advisor
- Customer service supervisor
- Customer service team leader
- Call centre supervisor
- Call centre manager
- Customer service specialist



Key learning outcomes

Knowledge

- Business knowledge and understanding
- Continuous improvement
- Customer journey knowledge
- Differences between internal and external customers
- Different customer types and the role of emotions
- Understanding what drives loyalty, retention and satisfaction
- Regulatory considerations, drivers and impacts
- Organisation structure and the role of different departments in delivering customer service

Skills

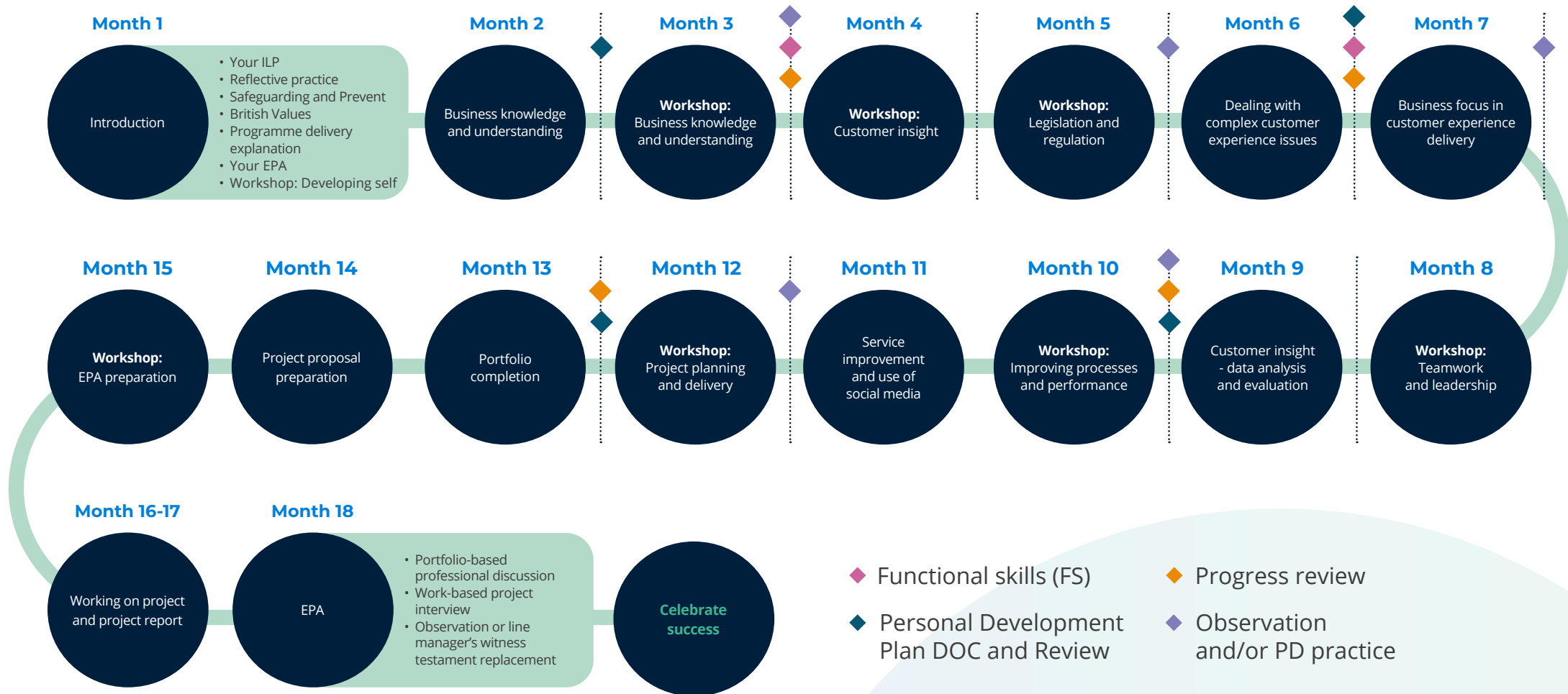
- Applying a range of approaches to resolve complex issues
- Demonstrating a continuous improvement and future-focussed approach
- Managing challenging and complicated situations within level of authority
- Negotiating mutually beneficial outcomes
- Demonstrating a cost-conscious mindset when meeting customer and business needs
- Maintaining a positive relationship even when unable to deliver the customer's expected outcome
- Gathering, analysing and evaluating customer feedback
- Making recommendations to enable improvement

Behaviours

- Keeps product/service, industry and best practice knowledge up to date
- Takes ownership for actions to resolve customer issues
- Proactive and creative
- Makes realistic promises and delivers on them
- Works effectively and collaboratively with colleagues
- Recognises colleagues as internal customers
- Positive and enthusiastic
- Adaptable and flexible to customer needs
- Demonstrates brand advocacy, values and belief

Learner journey

This is an example learner journey and the timeline for completion may vary. The apprenticeship development coach (ADC) and the employer will agree when the learner is ready to be submitted to gateway for end point assessment (EPA).





Programme delivery

Apprentices follow a personalised learning plan tailored to their organisation and role. Supported by an experienced development coach, they undertake a range of 'blended learning' activities that can usually be completed in the workplace.

Blended learning activities could include:

- Facilitated workshops
- E-learning
- 1-2-1 coaching
- Self-directed learning
- Collaborative learning
- Research
- Industry visits
- Work shadowing
- Mentoring
- Assignments

All apprentices need to demonstrate that they have achieved a level 2 or above in English and maths before they can proceed to end-point assessment.

Learners who have not yet achieved a level 2 (or equivalent) in English and maths will be supported by a functional skills tutor to ensure they meet the minimum requirements for certification.

Why Seetec Outsource?

Part of the employee-owned Seetec group, we're one of the UK's leading providers of employment and training. We have more than 35 years' experience helping businesses and individuals to unlock potential through high-quality apprenticeships, skills training and work-based learning programmes across a range of sectors and occupations.

Our approach is consultative and we aim to be partners in our clients' success. We work closely with employers to gain an understanding of organisational objectives and workforce learning and development needs, helping them to select the right training solutions for their business. We then design and deliver programmes tailored to the needs of the organisation and the learners we support, with a focus on ensuring programme outcomes can be evidenced through improved practice in the workplace.

We also bring an energy and positive attitude that stems from our employee-owned status. Every Seetec colleague is encouraged to innovate, strive for excellence and take responsibility for their overall contribution to the business. These are values that we instil throughout our work.

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