



# Apprenticeship Standard

## Customer Service Specialist Level 3

### Who is it accredited by?

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TheLightBulb intend to deliver this standard with City & Guilds as the preferred End Point Assessment Organisation. Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level.

### What is this apprenticeship standard?

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Typically this apprenticeship will take 15 months.

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.

### What are the entry requirements?

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Apprentices will be required to have or achieve a minimum level 2 English and Maths prior to completion of their Apprenticeship.

### What's involved with this apprenticeship standard?

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The apprentices will be required to attend 4 workshops over the period of their apprenticeships during which they will be able to interact with other learners taking this level 3 qualification and develop the knowledge required to support their end point assessment.

The learner will be assigned an assessor/coach who will work with them throughout the qualification to support/mentor/teach and advise and to ensure that they are learning and meeting the requirements of this standard. The majority of this will take place at your premises.

To achieve the qualification they will be required to demonstrate a set of knowledge, skills and behaviours through an end point assessment process carried out by City and Guilds once the employer and TheLightBulb staff agree the apprentice has met the requirements, this cannot happen until the learner has been on their apprenticeship for a minimum of 15 months.





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**The end point assessment** will test the entire standard and comprises of the following elements:

**Practical observation with Q&A** - The apprentice must be observed, by an independent assessor, undertaking a range of day to day workplace activities. The observation should involve activities which allow the apprentice to demonstrate the full range of their knowledge, skills and behaviours required. The observation must include questioning to clarify knowledge and understanding is being applied. Standardised questions must be devised by the EPAOs to explore the apprentice's knowledge, skills and behaviour. Questions must be open questions and independent assessors may ask supplementary questions as required to seek further clarification.

**Work based project, supported by an interview** - Apprentices must submit a written report, on a project they have carried out, to their EPAO 2 weeks prior to an interview date. The written report must be 2500 words (+/- 10%), excluding annexes. The subject should cover a specific high-level challenge (such as a complaint or difficult situation) that the apprentice has dealt with explaining what it was, what actions (planning and execution) they took, what solutions were offered, details of any recommendations made to change a policy or process and any feedback from the customer. Details should also include the apprentice's responsibilities and results.

**Professional discussion, supported by portfolio evidence** - The interview will take place with an independent assessor. The interview will last for 60 minutes (+/- 10%) The interview will focus on the written project and any supporting annexes. The interview can take place either face-to-face or via online video conferencing, if appropriate. The interview will consist of competency-based questions. EPAOs must develop 'test banks' of sufficient size to prevent predictability and review them regularly (and at least once a year) to ensure they, and the questions they contain, are fit for purpose. The apprentice will be asked 10 questions.

A summary of the knowledge, skills and behaviours that will need to be demonstrated are as follows:

### 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

For a full breakdown and further information please visit the following website

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

## What's next?

For more information on how we can **upskill** your existing staff using this apprenticeship standard or help you to recruit an apprentice please call 01268 270648 or email [info@thelightbulb.net](mailto:info@thelightbulb.net)

