

L3

The customer service specialist acts as a professional for direct customer support within any sector and organisation type. An advocate of Customer Service who acts as a referral point for dealing with more complex or technical customer requests, complaints, and queries.

WHO IS THIS QUALIFICATION FOR?

This apprenticeship is suitable for those working in a role providing direct customer service for example:

- Retail
- Reception
- Travel Agent
- Contact Centre

KEY RESPONSIBILITIES MAY INCLUDE:

- Providing a positive customer experience
- Being an expert on the organisation's products
- Sharing knowledge and expertise
- Gathering information and data

APPRENTICESHIP OVERVIEW:

You will gain the knowledge and skills in customer service to:

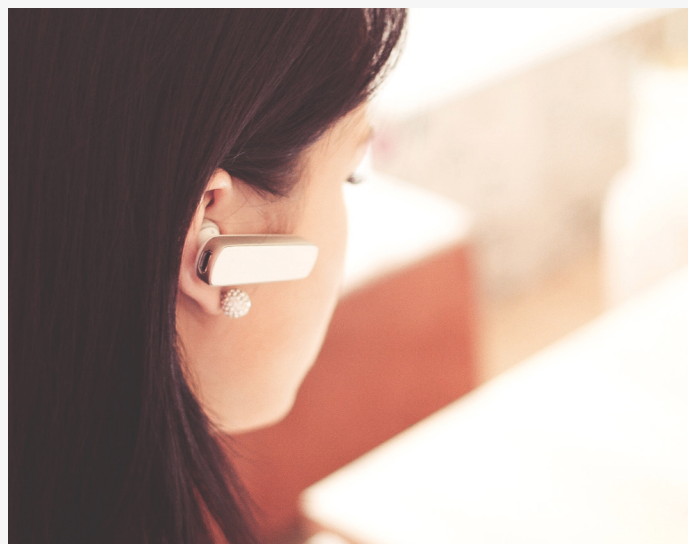
- Make recommendations and influence change
- Analyse customer service performance
- Know your customers
- Gain insights and measure impact

You will develop your ability to support:

- Business focused service delivery
- A positive customer experience
- Service improvement

You will learn about key areas such as:

- Business knowledge
- The Customer Service Culture
- The Customer journey and insights



Providing a high-quality service to customers is crucial in every organisation and integral to business success.

An apprenticeship in Customer Service will help you to develop the skills, knowledge and behaviours required to carry out any customer facing role confidently and professionally.

- » 15-20 months
- » Functional Skills English and Maths Level 2
- » Eligibility to join the Institute of Customer Service

PROGRESSION:

This apprenticeship provides you with skills that are transferable to various customer service roles and within many different sectors and as a gateway to more senior positions or management.