

Qualification Fact Sheet

Apprenticeship Title:	Customer Service Specialist
Route:	Sales, Marketing and Procurement
Overview	<p>Delivered over 12 - 18 months, this apprenticeship provides a highly transferable set of knowledge, skills and behaviours, gained by working in a complex or technical area of customer service. As an expert in your organisation's products and/or services, you share knowledge with your wider team. You gather and analyse data and customer information that influences change and improvements in service.</p> <p>We tailor delivery using blended learning methods, which meet and develop a variety of learning styles and increase value with embedded additional courses.</p> <p>Our flexible, partnership approach ensures delivery is suitable for organisational needs, and your candidates are working towards clear expectations to ensure readiness for end point assessment.</p>
Level	3
Reference	ST0071
Suitable Roles	This apprenticeship is suitable for candidates who are professionals providing direct customer support within any sector or organisation types.

Knowledge, skills and behaviours to be developed and assessed

Key knowledge: business, customer journey, customer needs and insight, customer service culture and environment.

Key Skills: business focused service delivery, providing positive customer experience, working with customers, customer service performance, service improvement.

Key behaviours: develop self, ownership and responsibility, team working, equality, presentation

Component parts

On Programme Learning The period of learning, development and continuous assessment is managed by the employer, in most cases with the support of a training provider. The on-programme pace will be driven by individuals as well as by the breadth of experience an employer can offer prior to the minimum of 15 months after which end-point assessment will take place. Employers should work closely with the training provider to add value by centring on the real work environment.

Level 2 English and Maths If the candidate has not previously achieved these, teaching and learner will be provided throughout the duration of the apprenticeship and the assessment planned.

Assessment Gateway The employer, and, if appropriate in conjunction with the Training Provider, will formally sign-off that the apprentice has met the minimum requirements of knowledge, skills and behaviours within the standard and confirm they are ready to move on to the end assessment. This will happen during a meeting involving the apprentice, their line manager and the trainer after a minimum of 15 months.

Off-the-job training

The apprentice must receive off-the-job training for a minimum of 20% of the time that they are paid to work. This rule applies to all apprenticeships in England.

Off-the-job training is:

- learning completed outside of the normal day-to-day working environment and leads towards the achievement of the apprenticeship
- directly relevant to the apprenticeship.

Depending on the needs of the candidate and organisation this can include the following:

- the teaching of theory - for example lectures, role playing, simulations, exercises or online learning
- can be practical training - for example shadowing, mentoring and industry visits
- learning support and time spent writing assessments or assignments
- additional courses will be embedded as required/agreed contributing to off-the-job training.

End Point Assessment

The End point assessment is independently assessed and split into three parts to ensure **all** assessment criteria have been covered within a period of no longer than 3 months. These include:

- Practical Observation with Q&A's,
- Work based project supported by an interview and
- Professional discussion supported by portfolio evidence.

Each component will be graded with pass, merit or distinction. All components must be passed to achieve the apprenticeship.