

# CUSTOMER SERVICE SPECIALIST



## Who is it for?

The main purpose of a customer service specialist is to be a 'professional' for direct customer support within all sectors and organisation types. They are an advocate of Customer Service who acts as a referral point for dealing with more complex or technical customer requests, complaints and queries. They are an escalation point for complicated or ongoing customer problems. As an expert in the organisations products and/or services, they share knowledge with the wider team and colleagues. They can gather and analyse data and customer information that influences changes and improvements in service. Utilising both organisational and generic IT systems to carry out their 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 other customer point.

### About the course

The Apprenticeship is made up of:

**A BTEC Diploma for Customer Service Specialists-** it comprises of 8 Units, these include Understanding the customer service environment, Understanding Customer Loyalty, Retention and Satisfaction, Understanding Continuous Improvement in Customer Service, Understanding Personal effectiveness Customer Service Work Environment, Delivering Solution-focused Customer Service, Managing Challenging Customers and Situation, Influencing Change and Improvement in Customer Service, Managing Personal effectiveness in a Customer Service Specialist Job Role.

**Functional skills English and Math's** – If the learner does not have English and Math's Qualifications GCSE or equivalent at grade C & above, then to complete the course they will work with a qualified functional skills tutor to complete the qualifications required.

**End Point Assessment** - During the course, the learner will be working towards the knowledge, skills and behaviours to go to gateway. These comprises of a practical observation with questions and answers, a work based project supported by an interview and a professional discussion supported by portfolio of evidence. The trainer will support the learner throughout the course to be ready for EPA.

### The programme includes:

- Interview and induction programme
- Unlimited support and guidance from a qualified trainer via phone and email
- All programme documentation, files and materials
- One to one portfolio review session
- Regular workshops held in the workplace at pre-agreed dates and times
- Verification and certification on completion

### What are the benefits for employers?

- Higher skilled and more motivated workforce
- Improved self confidence in carrying out work-based tasks
- Increased efficiency
- Reduction in staff turnover

### What are the benefits for learners?

- A BTEC Level 3 Diploma and apprenticeship qualification
- Opportunity to do further course
- Career progression

For further information about the delivery of this award please contact

**Bob Harknett on 07768741266**  
**or email [info@aureliatraining.com](mailto:info@aureliatraining.com)**