



# CUSTOMER SERVICE SPECIALIST LEVEL 3

A customer service specialist provides expert support for complex customer issues across various sectors. They act as a referral point for challenging requests and complaints, often handling escalated problems. Specialists share their knowledge of the organisation’s products and services with their team and use data to drive service improvements. They utilise organisational and general IT systems, working in environments like contact centers, retail, webchat, and other customer service points.

## WHY CHOOSE INSPIRE ATA?

We work with high-quality training providers to deliver a wide range of training programmes through a blended learning approach that is tailored to each learner’s needs. Inspire ATA recruits and employs each apprentice on behalf of the “host” client, enabling us to offer additional support and a better experience for both apprentice and client. We can also offer flexi-job apprenticeships which means we are able to offer short term contracts and other non-standard employment models.

**TOTAL DURATION:** 18 MONTHS  
**PRACTICAL PERIOD:** 15 MONTHS  
**EPA PERIOD:** 3 MONTHS  
**EPA ORGANISATION:** OFQUAL  
**ASSESSMENT METHOD:** TEST, PROJECT, DISCUSSION

## KNOWLEDGE, SKILLS AND BEHAVIOURS THE CORE SKILLS TO BE DEVELOPED INCLUDE:

- Understand the reasons why customer issues and complex situations sometimes need referral or escalation for specialist attention
- Understand the underpinning business processes that support you in bringing about the best outcome for customers and your organisation
- When managing referrals or escalations take into account historical interactions and challenges to determine next steps
- Personally commit to and take ownership for actions to resolve customer issues to the satisfaction of the customer and your organisation.
- Exercises proactivity and creativity when identifying solutions to customer and organisational issues
- Make realistic promises and deliver on them
- Work effectively and collaboratively with colleagues at all levels to achieve results.





## CUSTOMER SERVICE SPECIALIST

### KNOWLEDGE

- Understand what continuous improvement means in a service environment and how your recommendations for change impact your organisation
- Understand the impact your service provision has on the wider organisation and the value it adds
- Understand your organisation's current business strategy in relation to customers and make recommendations for its future
- Understand the principles and benefits of being able to think about the future when taking action or making service related decisions
- Understand a range of leadership styles and apply them successfully in a customer service environment
- Understand and critically evaluate the possible journeys of your customers, including challenges and the end-to-end experience
- Understand the reasons why customer issues and complex situations sometimes need referral or escalation for specialist attention
- Understand the underpinning business processes that support you in bringing about the best outcome for customers and your organisation

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### SKILLS

- Demonstrate a continuous improvement and future focussed approach to customer service delivery including decision making and providing recommendations or advice
- Resolve complex issues by being able to choose from and successfully apply a wide range of approaches
- Find solutions that meet your organisations needs as well as the customer requirements
- Analyse the end to end service experience, seeking input from others where required, supporting development of solutions
- Make recommendations based on your findings to enable improvement
- Make recommendations and implement where possible, changes in line with new and relevant legislation, regulations and industry best practice
- Maintain a positive relationship even when you are unable to deliver the customer's expected outcome
- When managing referrals or escalations take into account historical interactions and challenges to determine next steps

### BEHAVIOURS

- Proactively keep your service, industry and best practice knowledge and skills up-to-date
- Consider personal goals related to service and take action towards achieving them
- Personally commit to and take ownership for actions to resolve customer issues to the satisfaction of the customer and your organisation.
- Exercises proactivity and creativity when identifying solutions to customer and organisational issues
- Make realistic promises and deliver on them
- Work effectively and collaboratively with colleagues at all levels to achieve results.