

Level 3 Customer Service Specialist Apprenticeship

Lead a customer-centric culture

- Is a culture of customer excellence and high service standards a driver for your organisation?
- Do you want to embed a culture of continuous improvement in delivering an outstanding customer experience?
- Does the customer sit at the heart of your organisation?

Team members look to their manager for support and encouragement to do the right thing. Delivering a captivating customer experience, at times can be challenging. People need to understand the values and guiding principles by which they need to operate when delivering a powerfully positive customer experience. Sometimes this may result in the need to “bend” some of the rules.

When a manager is close to their team, they can support them to make the right decision when help is needed. Furthermore, the manager quickly sees the operational need for policy review when working with their team and keeping close to the customer touchpoints. By building a collaborative climate any manager responsible for the Customer experience enables everyone to become accountable for creating promoters and brand advocates.



Apprenticeship Level 3

Duration 14 months + 3 months EPA

Funding Band £4000

Suitable for:

- ✓ Anyone responsible for managing and encouraging
- ✓ others to live and breathe a customer-centric culture
- ✓ Service leaders aiming to deliver outstanding customer

Delegates will leave this programme able to.

- Use a range of questioning skills, including listening, and responding in a way that builds rapport, determines customer needs and expectations, and achieves positive engagement and delivery.
- Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or
- Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions.
- Use an appropriate ‘tone of voice’ in all communications, including written and digital, that reflect the organisation’s brand.
- Provide clear explanations and offer options to help customers make choices that are mutually beneficial to both the customer and your organisation.
- Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines.
- Demonstrate patience and calmness.
- Show you understand the customer’s point of view.
- Use appropriate signposting or resolution to meet your customers’ needs and manage expectations.