



the  
apprenticeship  
college



**CUSTOMER SERVICE**

**SPECIALIST L3**

**At The Apprenticeship College, we are all about the learner!** We break the mould of off the shelf programmes, as each apprenticeship is designed to ensure we meet both the business and learners' needs and expectations. We aim to build trusted partnerships with our clients and become a key part of your training delivery and enhance the performance and capabilities of your people.

# THE APPRENTICESHIP COLLEGE

**/// THANK YOU FOR ALL YOUR HELP AND MOTIVATION TO PASS THE APPRENTICESHIP. AS A RESULT I HAVE JUST BEEN OFFERED A NEW POSITION IN A SENIOR MANAGEMENT ROLE. THE APPRENTICESHIP REALLY HELPED ME TO GET THE JOB. ///**  
**AYESHA, THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA**

We understand that employers have a choice in who they pick to deliver their apprenticeship training. That is why we provide a training experience that is different, memorable and impactful. We don't just use the same trainer to deliver an entire programme, but have different specialist trainers delivering our workshops because we feel our learners deserve the best. All of our trainers deliver commercial training and so our apprenticeship delivery is all at commercial quality.

Theatre based learning forms a part of all of our programmes, the amount depends on the subject area. We use professional actors to deliver scenario based training. In a safe environment, learners are able to observe our actors recreate their world in front of their eyes and experience a situation bringing it to life.

There are a number of principles that guide and govern how we design and deliver learning. We take time up front to understand current capability and experience, and tailor the experience to meet the development needs of each individual on the programme.

The workshop experience will be delivered in a fun and creative way to build learner engagement, whilst also doing what it needs to do – building skills, knowledge and behaviours. The experiences will aim to meet all learning preferences, using a range of methods – face to face; live virtual, peer learning, to suit the topic, context and desired outcome. Every module, conversation and activity will aim to make a difference, have 'real-world' context and be immediately actionable back in the day job.

Learners are supported at every stage of their journey – we want individuals to feel they can ask the questions and seek the help they need to get the results they want. We are proud to say that we have a **99%** success rate at End Point Assessment, with **97%** of our learners achieving a distinction or merit.

/// TRAINERS AND COACHING STAFF  
PLAN TEACHING CAREFULLY SO  
THAT APPRENTICES DEVELOP THEIR  
SKILLS IN A LOGICAL SEQUENCE. THEY  
MAKE ACTIVITIES INTERESTING AND  
STIMULATING SO THAT APPRENTICES CAN  
RECALL WHAT THEY HAVE LEARNED. ///

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# CUSTOMER SERVICE SPECIALIST OVERVIEW AND SKILLS DEVELOPED

Our Customer Service Specialist apprenticeship is designed for employees in customer managing or supervisory job roles.

In Summary the Level 3 Customer Service Specialist programme covers: -

- Improving Customer Service
- Your Organisation
- Problem Solving & Decision Making
- Supporting Continuous Improvement
- Advanced Customer Service Skills

The Programme has 4 parts to it:

**Masterclasses** - Your programme will have a guest speaker who has worked their way up to the top of their industry - they will talk you through their career, describe the pitfalls of management and their successes and run a Q&A session

**Workshops** - each workshop is delivered by an expert trainer in that subject matter.

**Theatre Based Learning** - our trainer is joined by two of our actors to make the training session more fun and engaging. You will observe scenes taking place and comment on the impact.

**Skills Coaches** - one of our Skills Coaches will support you throughout the programme. They are there to ensure you complete all assignments, answer any questions you might have about anything covered in the workshops and make sure you are ready at the end of the programme for your End Point Assessment (EPA) - more details on this will be given once you enrol onto the project.

This brochure gives you further information on each of the workshops in the programme and how long it will take you to complete.

## COURSE SUMMARY

^ LEVEL:	3
🕒 DURATION:	13 MONTHS
£ LEVY VALUE:	£4,000
£ CO-FUNDED VALUE:	£200
👤 MASTERCLASSES:	1
🔧 WORKSHOPS:	8
⚙️ SKILLS COACHING:	CONTINUOUS
⊕ SUPPLEMENTARY LEARNING:	ONLINE

## EXAMPLES OF RELEVANT JOB ROLES

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# LEARNER JOURNEY

## WORKSHOPS

Every apprenticeship programme we deliver can be facilitated via a blended approach – face to face and/or live-virtual delivery. Each workshop covers a specific topic area designed to build knowledge, develop key skills and behaviours needed towards end point assessment. Each workshop is designed carefully to enhance the capabilities of the learner and to be utilised as soon as they return to work.

## SKILLS COACHING

All of our learners are supported by a dedicated Skills Coach. They will support and guide learners through the learning journey. There will be a number of assessment tasks, activities and projects to be completed as part of the learning journey to ensure all knowledge, skills and behaviours are met for the apprenticeship standard.

## FUNCTIONAL SKILLS

Learners will be supported by one of our Functional Skills Tutors who will ensure individuals are equipped to complete the English and Maths at the appropriate level.

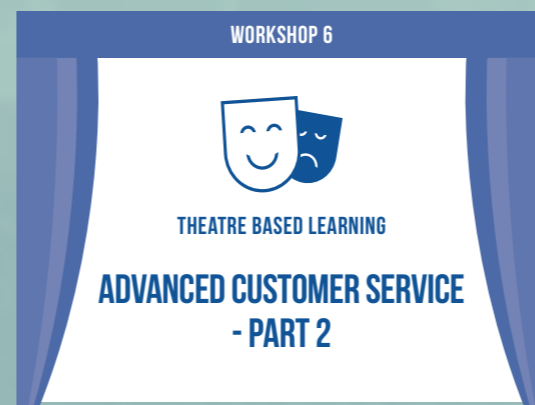
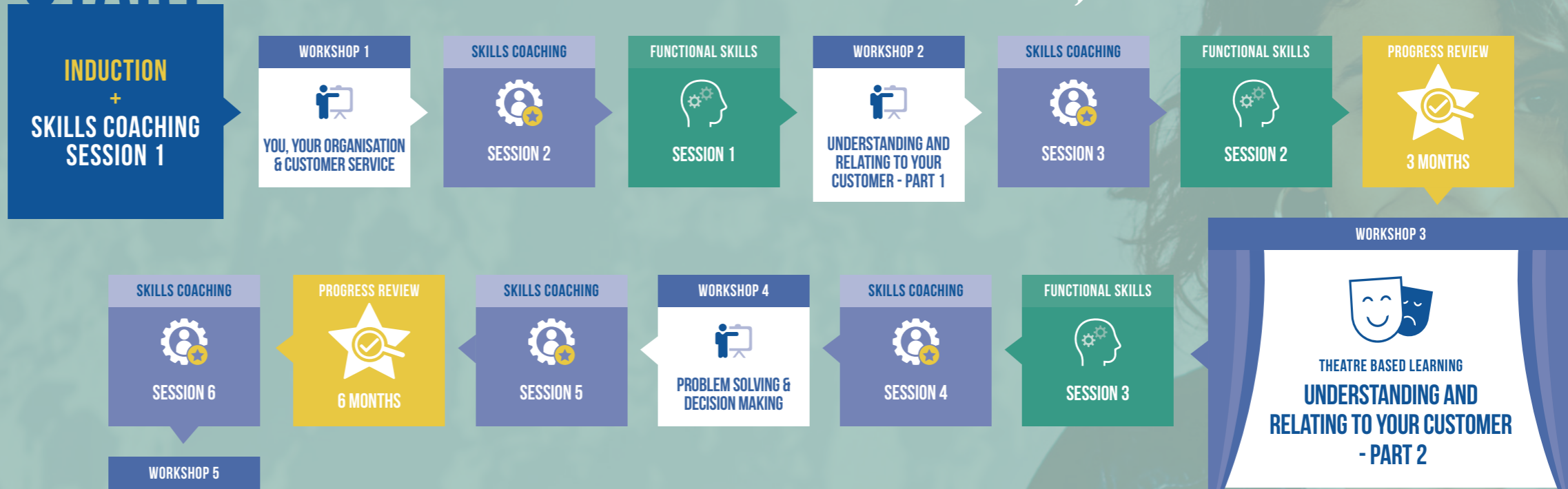
**PROGRESS REVIEWS** are carried out every 12 weeks to assess progress and plan next steps

**NOTE:** Full titles and workshop descriptions can be found on the following pages

# START

Welcome to your apprenticeship

I want to make change



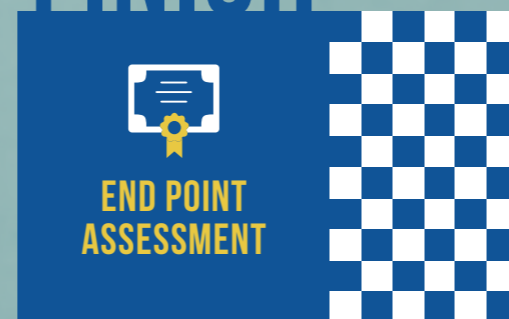
$$234 + 864 = 1098$$

what to do in this situation

Preparation, preparation



# FINISH



Well done!



**/// THEIR EXTRAORDINARY SET OF SKILLS, GREAT KNOWLEDGE AND GENERAL APPROACH OF MATTERS WAS SHOWN THROUGHOUT THE WHOLE SESSION, RESPECTING A LONG LIST OF REQUIREMENTS AND ALSO KEEPING IN MIND THE CURRENT SITUATION THAT IS AFFECTING EACH INDIVIDUAL - THEIR PROFESSIONALISM IS OUT OF THE BOX AND SPOT ON! 5\*\*\*\*\* /// LEARNER**



## INDUCTION & MASTERCLASS

Our induction session introduces you to the programme in detail, giving an overview of each masterclass, workshop and theatre-based learning session. We'll also demonstrate our online learning environment and you will meet the skills coach who supports you throughout the learning journey. This is followed by our first Masterclass "The impact of exceptional customer service".

## WORKSHOP 1

### YOU, YOUR ORGANISATION & CUSTOMER SERVICE

This first workshop explores your own roles within their organisation and how these contribute to excellent customer service. We'll look at brand values, organisational structure and strategy, exploring how these and more commercial factors impact the service given to your customer.

## WORKSHOP 2

### UNDERSTANDING AND RELATING TO YOUR CUSTOMER - PART 1

In the first part of these two related sessions, we'll analyse and identify customer types, both internal and external, looking at how to anticipate their potential needs and think about the different approaches and specialist attention required. We'll also explore how customer expectations can differ and understand how we can ensure our service is inclusive.

## WORKSHOP 3 THEATRE BASED LEARNING

### UNDERSTANDING AND RELATING TO YOUR CUSTOMER - PART 2

In part two, we'll build on the areas covered in part one, exploring how emotions play an important part in successfully relating to our customers. Working with our actors, we'll look at the highs and lows of the customer journey and how an understanding of emotional intelligence can support positive interactions along the way.

## WORKSHOP 4

### PROBLEM SOLVING & DECISION MAKING

This session focuses on the improvement of customer service. We'll look at customer insights, and explore drivers for loyalty, retention and satisfaction, then link these to common challenges and how we can maintain a customer focused approach when solving problems and decision making.

## WORKSHOP 5

### ADVANCED CUSTOMER SERVICE - PART 1

In this workshop we will begin to explore the skills required to deliver exceptional customer service at a specialist level. Focusing on supporting advanced written, verbal and non-verbal communication skills, we'll look at how different leadership styles can be applied to customer service, and the importance of attitude and flexibility in providing a tailored approach which builds trust and maintains positive relationships.

## **WORKSHOP 6** THEATRE BASED LEARNING

### **ADVANCED CUSTOMER SERVICE -PART 2**

In this second session, we'll build on the areas covered in part one, exploring how to use questioning and listening techniques to manage challenging and complicated customer situations. We'll work with our actors to practice negotiation and influencing skills and look at how to effectively manage referrals and escalations to maintain a positive customer experience.

## **WORKSHOP 7**

### **MAKING RECOMMENDATION & SUPPORT CONTINUOUS IMPROVEMENT**

This workshop pulls the programme content together and supports you to focus on methods to support the continuous improvement of customer service. We'll look at how to gather customer feedback, critically analysing this to make recommendations in line with industry best practice and legislation.

## **WORKSHOP 8**

### **PROJECT PLANNING & REPORT WRITING**

This session in particular supports you with the business project for end-point assessment, which requires you to produce a report on a customer service related problem. In this session we'll look at the basics of project planning and how to utilise project management tools to support the overall process. Your skills coaches will support with input around project ideas and report writing.

## **END POINT ASSESSMENT**

### **Assessment method 1:**

Practical observation with Q&As.

Fail, Pass, Merit or Distinction

### **Assessment method 2:**

Work based project, supported by an interview.

Fail, Pass, Merit or Distinction

### **Assessment method 3:**

Professional discussion supported by portfolio evidence.

Fail, Pass, Merit or Distinction



**/// JO, OUR SKILLS COACH, HAS DONE AN EXCELLENT JOB. SHE LOOKED AFTER US VERY WELL DURING THE COURSE. SHE WAS ALWAYS AVAILABLE TO ANSWER TO OUR QUERIES AND PROVIDE ADDITIONAL INFORMATION/EXPLANATION WHEN NEEDED. JO ALSO PREPARED US REALLY WELL FOR THE TEST AND INTERVIEW. ///** VASSO, LEARNER IMPERIAL COLLEGE LONDON



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