

Qualification Specification

A2A Training: End Point Assessment Customer Service Specialist Level 3

Qualification Title	A2A Training: End Point Assessment Customer Service Specialist Level 3
Ofqual Qualification Number:	610/2210/X
Guided Learning Hour - GLH	273
Total Qualification Time - TQT	546
Minimum Age	19
Qualification Purpose Summary	This qualification is designed for learners who work in Customer Service, as specialists.
Grading	See grading table
Assessment Methods	Portfolio based professional discussion. Work based project interview. Practical observation with Q&A.
Apprenticeship Standard Links	This qualification once achieved shows the learner has met the requirements of the assessment plan for the standard: ST0071 Customer Service Specialist Apprenticeship.

Please ensure that you use the most up to date version of this document by downloading from the website. In the event of a conflict between this document and the assessment plan published by the Institute for Apprenticeships and Technical Education then the latter takes precedence.

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Customer Service Specialist L3

Grading Table

Portfolio based PD	Work based project interview	Practical observation with Q&A	Final Grade
Pass	Fail	Fail	Fail
Fail	Fail	Pass	Fail
Fail	Pass	Fail	fail
Pass	Pass	Pass	Pass
Distinction	Pass	Pass	Pass
Pass	Distinction	Pass	Pass
Pass	Pass	Distinction	Pass
Distinction	Distinction	Pass	Pass
Pass	Distinction	Distinction	Pass
Distinction	Pass	Distinction	Pass
Distinction	Distinction	Distinction	Distinction

Aims and Objectives

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

Business Knowledge and Understanding

- 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

Customer Journey knowledge

- 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
- Understand commercial factors and authority limits for delivering the required customer experience

Knowing your customers and their needs/ Customer Insight

- Know your internal and external customers and how their behaviour may require different approaches from you
- Understand how to analyse, use and present a range of information to provide customer insight
- Understand what drives loyalty, retention and satisfaction and how they impact on your organisation
- Understand different customer types and the role of emotions in bringing about a successful outcome
- Understand how customer expectations can differ between cultures, ages and social profiles

Customer service culture and environment awareness

- Keep current, knowledge and understanding of regulatory considerations, drivers and impacts in relation to how you deliver for customers
- Understand your business environment and culture and the position of customer service within it
- Understand your organisation structure and what role each department needs to play in delivering Customer Service and what the consequences are should things go wrong
- Understand how to find and use industry best practice to enhance your own knowledge

Skills

Business-focused service delivery

- 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

Providing a positive customer experience

- Through advanced questioning, listening and summarising negotiate mutually beneficial outcomes

- Providing a positive customer experience (cont.)

- Manage challenging and complicated situations within your level of authority and make recommendations to enable and deliver change to service or strategy
- Use clear explanations, provide options and solutions to influence and help customers make choices and agree next steps
- Explore and interpret the customer experience to inform and influence achieving a positive result for customer satisfaction
- Demonstrate a cost conscious mind-set when meeting customer and the business needs
- Identifying where highs and lows of the customer journey produce a range of emotions in the customer
- Use written and verbal communication to simplify and provide complex information in a way that supports positive customer outcome in the relevant format

Working with your customers / customer insights

- Proactively gather customer feedback, through a variety of methods. Critically analyse, and evaluate the meaning, implication and facts and act upon it
- Analyse your customer types, to identify or anticipate their potential needs and expectations when providing your service

Customer service performance

- 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

Service improvement

- 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

Behaviours / Attitude

Develop self

- 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

Ownership/ Responsibility

- 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

Team working

- Work effectively and collaboratively with colleagues at all levels to achieve results.
- Recognise colleagues as internal customers
- Share knowledge and experience with others to support colleague development

Equality

- Adopt a positive and enthusiastic attitude being open minded and able to tailor your service to each customer
- Be adaptable and flexible to your customer needs whilst continuing to work within the agreed customer service environment

Presentation

- Demonstrate brand advocacy, values and belief when dealing with customer requests to build trust, credibility and satisfaction
- Ensure your personal presentation, in all forms of communication, reflects positively on your organisation's brand

Link to professional registration:

Completion of this qualification will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level. Should you choose to progress on a customer service career path, you may be eligible for further professional membership including management.

Support Materials and Link to the Assessment Plan for the Apprenticeship.

Our support materials are available on our systems called ACE360 to centres who have learners registered with us.

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