

Customer Service Apprenticeships



All you need to know



Customer Service roles can be found in many types of setting including contact centres, retail, web chat, service industries and other customer service points.

Two levels of Customer Service apprenticeship are offered: the Customer Service Practitioner (Level 2) and Customer Service Specialist (Level 3).

Access Training will help design a training package covering all the essential skills, behaviours and knowledge required to excel in these roles.

Customer Service Practitioner (Level 2)

The Customer Service Practitioner is an ideal entry point into the world of Customer Service. The main purpose of the role is to deliver high quality products and services to the organisation's customers. Interactions may include face-to-face, telephone, post, email, text and social media.

INTRODUCING THE CUSTOMER SERVICE APPRENTICESHIP LEVELS 2 AND 3

Individuals in this role are often the first point of contact in an organisation, and their actions influence customers' experience and satisfaction with the organisation.

Customer Service Specialist (Level 3)

Customer Service Specialists are the 'professional' for direct customer support within all sectors and organisation types. They act as a referral point for dealing with more complex or technical customer requests, complaints, and queries; often an escalation point for ongoing customer problems. As an expert in the organisation's products and/or services, they share knowledge with their wider team and colleagues. They also gather and analyse data and customer information that influences change and improvements in service.

Key responsibilities and skills

Apprentices will gain a good understanding of the key responsibilities and skills needed to work successfully in this role including:

- Business knowledge and understanding
 - Customer journey knowledge
 - Communication skills
 - Knowledge of the customer and their needs
 - Customer service environment and culture awareness
 - Business focused service delivery
 - Providing a positive customer experience
 - Working with customers/ customer insights
 - Development of self
 - Ownership/ responsibility
 - Team working
 - Presentation
 - Maths and English Functional skills to level 2 (if not already achieved)
- Additionally for Level 3:*
- Customer service performance and improvement

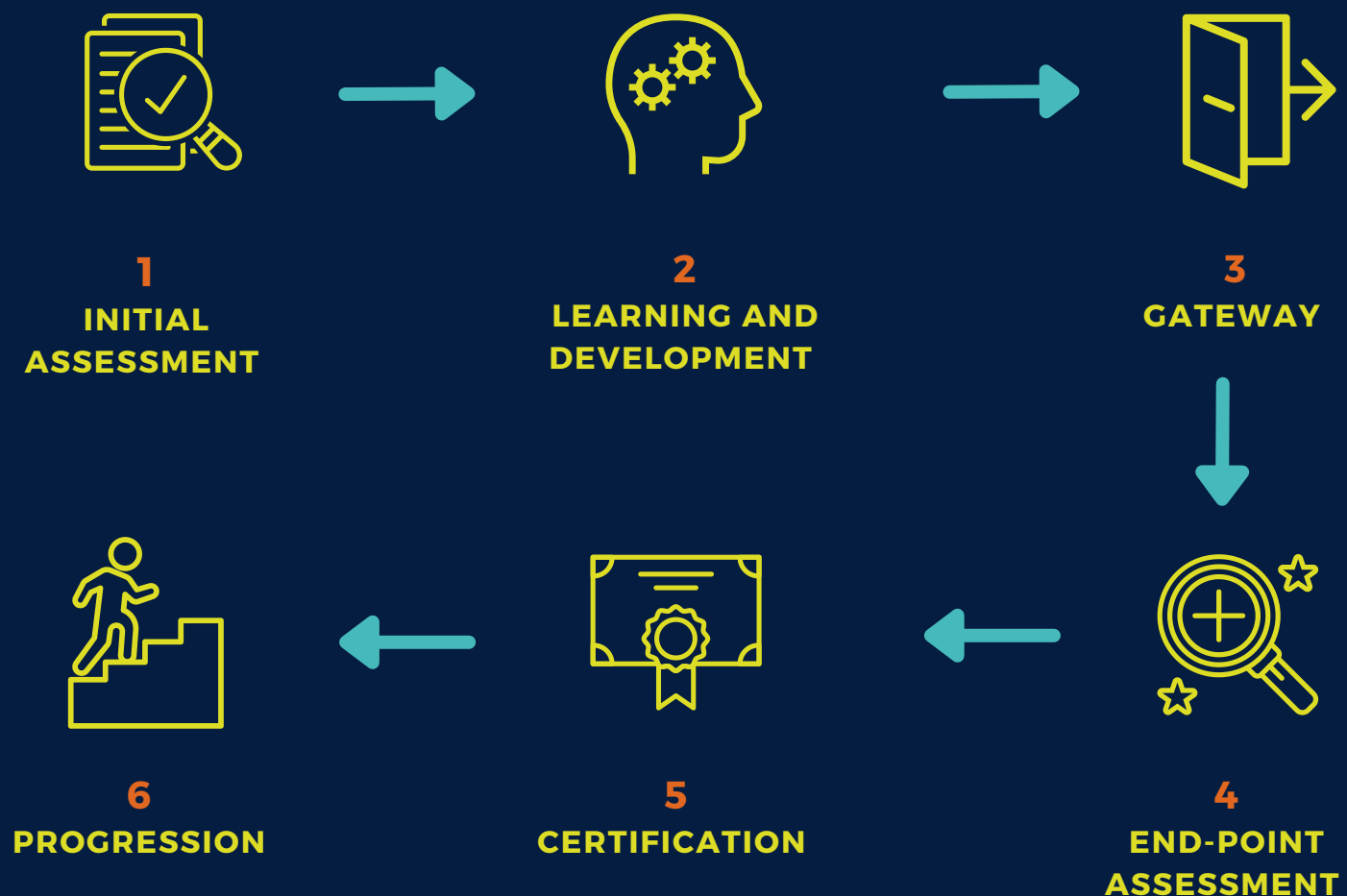


APPRENTICESHIPS IN A NUTSHELL

An Apprenticeship is a real job with an accompanying skills development programme. It is a way for apprentices to earn while they learn, and gain valuable skills and knowledge in a specific job role.

They must spend at least 20% of their time on off-the-job training which will consist of a wide mix of learning in the workplace, workshops, e-learning, mentoring, self-study and the opportunity to practise new skills at work. Apprenticeships typically last between 12 – 24 months, and our roll-on, roll-off model means there is no waiting for course start dates.

The 6-step customer journey



Find out more

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