

# Customer Services Specialist

If you have responsibility for direct customer support or you've gained extensive experience in a customer service role and want to gain formal professional development to become recognised as a Customer Service expert, this programme will be of interest to you.

This programme will support you in developing the skills, knowledge and behaviours to deliver measurable value to your organisation as an advocate of Customer Service. What you learn will also support your next professional steps.



**Duration:**  
15 Month Programme



**Minimum Entry Requirements:**  
Typically, these are GCSE Maths and English at Grade C or above.



**Maths and English:**  
Learners without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment. It is our aim at WDR to provide opportunities for our learners to improve their skills in English and mathematics, embedding these skills so that they are developed and applied as an integral part of your study

## Course Overview

This apprenticeship stands out from the crowd as a powerful, practical and person-centred development programme. It will inspire you to grow and expand your knowledge at the same time as embedding a valuable range of skills and behaviours. You will be required to spend 20% of your time at work on off the-job learning. This will include workshops, virtual learning, research, workplace challenges and reflection. This innovative programme is designed so you can easily fit your learning around your day job. Using our online learning portal, you will be able to access your learning anytime and anywhere, so you get high-quality content and development on the go.

## Benefits

Upon successful completion of this programme, you will:

- Develop your customer service skills using best practice approaches.
- Enhance your confidence and professional credibility as an expert within the workplace.
- Inspire your colleagues to provide customer service excellence.
- Awarded a Level 3 Customer Service Specialist Apprenticeship Standard developed by businesses for businesses and nationally recognised.
- Eligible to join the Institute of Customer Service as an Individual member at Professional level.

## Course Content



### Managing Self and Personal effectiveness:

Through focusing on your professional and personal potential, you will learn how to manage yourself more effectively by making positive and powerful changes to your current ways of thinking, being and doing.



### The Service Sector Business Environment:

You will learn about the regulatory environment, external factors that impact your organisation and how this drives the customer service proposition. You will explore the importance of having robust systems and business processes to support the day to day management of customers and proactive relationship building.



### Knowing Your Customer:

You will learn how customer service strategy is developed, how to identify customer profiles and how to map out a customer journey to gain fresh insight into the overall customer experience. You will review how to assess, interpret, evaluate and report on customer satisfaction levels and how to use this data to increase loyalty and retention.



#### Customer Service Specialist Advocacy:

The final module of the programme focuses on you becoming a customer service advocate within the organisation; supporting and guiding others to provide customer service excellence. You will learn how to build high performing service teams, motivate and coach others to build a culture of service excellence.

## How will you be assessed?

Towards the end of the programme, you, your manager and WDR will decide together if you are ready for assessment. The assessment is then undertaken by a separate End Point Assessor organisation, chosen by your employer. The tutors at WDR will provide you with lots of support in preparing for the assessment. The assessment consists of two separate elements:



#### Observation (40%)

A one-hour practical observation in the workplace with follow up questions.



#### Project (30%)

A work based project and supporting interview.



#### Discussion & Portfolio (30%)

A one-hour professional discussion supported by portfolio evidence.

## Learning Portal

Our learning portal makes it easy to accumulate the evidence required by this stage. Throughout the programme, simply upload whatever documents, photos, or videos demonstrate your understanding and competence. Completing the self-reflective practices, regularly reviewing your learning with your cohort coach and undertaking set practice assessments will help ensure you are ready for this stage.

## Apply for this course.

Apply for this course and ask any questions you may have by getting in touch with us via the contact methods below. You can also find information about this course and all of our other courses at our website, [www.wdr.co.uk](http://www.wdr.co.uk).

01403 268251

[info@wdr.co.uk](mailto:info@wdr.co.uk)

WDR Ltd, Park Lodge, 60 London Road, Horsham, West Sussex, RH12 1AY