

# Customer Experience Specialist

Level 3 Apprenticeship



APPRENTICESHIPS

## We personalise the learning experience and enhance knowledge and skills development

- 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?



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.

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. This could be in many types of environments including contact centres, retail, webchat, service industry or any customer service point.

Completion of this apprenticeship will lead to eligibility to join the **Institute of Customer Service as an Individual member at Professional level**

**Tack TMI Bespoke Apprenticeships are a solutions focused training provider governed by sector specialists. Our programmes are inspired by you and crafted by us.**

**Apprenticeship Level 3**

**Duration 13 months + 3 months EPA**

**Max Funding - £4000**

### Masterclasses

- **Difficult conversations**
- **Technical Communication**
- **Web chat training**
- **Disaster Recovery**
- **Contingency Planning**
- **Coaching Success**
- **Analytical Skills**

## Delegates will leave this programme able to:

- Understand what continuous improvement means in a service environment and how their recommendations for change impact the organisation
- Understand the impact their service provision has on the wider organisation and the value it adds
- Understand the 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
- Understand and critically evaluate the possible journeys of their 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 them in bringing about the best outcome for customers and their organisation
- Understand commercial factors and authority limits for delivering the required customer experience
- Know their internal and external customers and how their behaviour may require different approaches from their own

**WE BELIEVE IN THE INDIVIDUAL**



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