

Customer Service Specialist Apprenticeship Standard

Knowledge		NCFE Level 3 Diploma in Customer Service 601/3974/2
Business knowledge and understanding	<ul style="list-style-type: none"> • 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 	<p>Unit 2 Understand the customer service environment 3.3 Explain the relationship between customer service and continuous improvement processes</p> <p>Unit 2 Understand the customer service environment 1.1 Explain the value of customer service as a competitive tool 3.2 Explain the relationship between customer service and operational areas of an organisation</p> <p>Unit 18 Develop customer relationships 1.2 Explain the value of customer loyalty and retention</p> <p>Unit 23 Manage a customer service award programme 1.7 Evaluate the benefits of adopting a 'customer-centred' approach</p> <p>No mapping identified.</p> <p>No mapping identified.</p> <p>No mapping identified.</p>

<p>Customer journey knowledge</p>	<ul style="list-style-type: none"> • 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 	<p>Unit 1 Organise and deliver customer service 1.6 Explain how to analyse the 'customer journey' 2.2 Map the 'customer journey'</p> <p>Unit 2 Understand the customer service environment 1.2 Explain the process of mapping the customer journey and its importance in delivering effective customer service</p> <p>Unit 9 Resolve customers' complaints 1.2 Explain how to identify those complaints that should prompt a review of the service offer and service delivery 1.6 Explain when to escalate customers' complaints</p> <p>Unit 1 Organise and deliver customer service 1.4 Explain different ways of segmenting customer groups 1.5 Explain how customer segmentation is used in organising customer service delivery</p> <p>Unit 4 Principles of business 2.4 Explain the process of product or service development 5.2 Explain a sales process</p> <p>Unit 2 Understand the customer service environment 3.4 Explain the costs and benefits of customer service to an organisation</p> <p>Unit 9 Resolve customers' complaints 1.7 Explain the cost and regulatory implications of admitting liability on the basis of a customer complaint 1.8 Explain the advantages and limitations of offering compensation or replacement products and/or services</p>
<p>Knowing your customers and their needs/ Customer Insight</p>	<ul style="list-style-type: none"> • Know your internal and external customers and how their behaviour may require different approaches from you 	<p>Partial mapping - Unit 12 Communicate verbally with customers 2.6 Adapt their response in accordance with customers'</p>

	<ul style="list-style-type: none"> • 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 	<p>changing behaviour Partial mapping - Unit 17 Deliver customer service to challenging customers 1.3 Explain behaviours that make it challenging to deal with customers</p> <p>Unit 23 Build and maintain effective customer relations 1.1 Analyse stakeholder mapping techniques</p> <p>Unit 18 Develop customer relations 1.2 Explain the value of customer loyalty and retention</p> <p>Unit 23 Build and maintain effective customer relations 1.4 Evaluate the benefits and value of relationships with customers and customer loyalty</p> <p>No mapping identified.</p> <p>No mapping identified.</p>
<p>Customer service culture and environment awareness</p>	<ul style="list-style-type: none"> • 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 	<p>Unit 2 Understand the customer service environment 4.1 Explain the implications of consumer-related legislation on customer service delivery</p> <p>Unit 02 Understand the customer service environment (Y/506/2152) 3.5 Explain the impact of organisational values on how customers create their expectations 3.6 Explain how organisational values impact on meeting customer expectations</p> <p>Partial mapping - Unit 41 Provide a reception service</p>

	<p>each department needs to play in delivering Customer Service and what the consequences are should things go wrong</p> <ul style="list-style-type: none"> Understand how to find and use industry best practice to enhance own knowledge 	<p>1.2 Explain an organisation's structure and lines of communication</p> <p>Unit 5 Manage personal and professional development 1.1 Compare sources of information on professional development trends and their validity 1.2 Identify trends and developments that influence the need for professional development</p>
Skills		
Business focused service delivery	<ul style="list-style-type: none"> 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 	<p>Unit 1 Organise and deliver customer service 3.3 Identify areas for improvement in their own customer service delivery 3.4 Adapt their own customer service delivery to meet customers' changing expectations Unit 23 Build and maintain effective customer relations 4.3 Address changes to customer service methods that may have an effect on customer relationships 4.5 Recommend improvements to customer service based on analyses of the effectiveness of customer relationships</p> <p>Unit 3 Resolve customers' problems 2.3 Explain the benefits to customers and the organisation of the options available to solve problems 2.4 Explain the drawbacks to customers and the organisation of the options available to solve problems 2.5 Explain to customers the options for resolving their problems Unit 9 Resolve customers' complaints 2.4 Explain the advantages and limitations of different complaint response options to customers 2.5 Explain the advantages and limitations of different</p>

	<ul style="list-style-type: none"> • Find solutions that meet your organisations needs as well as the customer requirements 	<p>complaint response options to the organisation</p> <p>Unit 1 Organise and deliver customer service 3.1 Take steps to ensure that the needs of customers are balanced with organisational objectives Unit 3 Resolve customers' problems 2.6 Agree solutions that meet customers' and organisational requirements within their own levels of authority</p>
<p>Providing a positive customer experience</p>	<ul style="list-style-type: none"> • Through advanced questioning, listening and summarising negotiate mutually beneficial outcomes • 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 	<p>Unit 12 Communicate verbally with customers 1.4 Describe different questioning techniques that can be used when communicating with customers</p> <p>Unit 23 Build and maintain effective customer relations 3.6 Use personal influence and authority to ensure that customer needs are met or exceeded</p> <p>Unit 1 Organise and deliver customer service 3.2 Agree realistic and achievable actions with customers</p> <p>Unit 3 Resolve customers' problems 2.6 Agree solutions that meet customers' and organisational requirements within their own levels of authority</p> <p>Unit 1 Organise and deliver customer service 2.2 Map the 'customer journey'</p> <p>No mapping identified.</p> <p>Unit 1 Organise and deliver customer service 2.2 Map the 'customer journey'</p>

	<ul style="list-style-type: none"> • Use written and verbal communication to simplify and provide complex information in a way that supports positive customer outcome in the relevant format 	<p>Unit 12 Communicate verbally with customers</p> <p>2.3 Communicate clearly, concisely and professionally with customers</p> <p>2.4 Use a tone of voice and expression that reinforces messages when communicating with customers</p> <p>2.5 Use language that reinforces empathy with customers</p> <p>2.6 Adapt their response in accordance with customers' changing behaviour</p> <p>2.7 Provide information and advice that meets customers' needs</p> <p>2.8 Maintain organisational standards of behaviour and communication when interacting with customers</p> <p>2.9 Check that customers have understood what has been communicated</p> <p>2.10 Adhere to organisational policies and procedures, legal and ethical requirements when communicating verbally with customers</p> <p>Unit 13 Communicate with customers in writing</p> <p>2.3 Select the form of written communication that is most likely to lead to customer satisfaction within the service offer</p> <p>3.1 Produce communications that recognise customers' points of view in accordance with organisational standards, styles and tone</p> <p>3.2 Use language that is clear and concise, adapting it to meet identified customer needs</p> <p>3.3 Record decisions and actions taken and the reasons for them</p> <p>3.4 Adhere to organisational policies and procedures, legal and ethical requirements when communicating with customers in writing</p>
Working with your	<ul style="list-style-type: none"> • Proactively gather customer feedback, through a 	Unit 9 Resolve customers' complaints

<p>customers/customer insights</p>	<p>variety of methods. Critically analyse, and evaluate the meaning, implication and facts and act upon it</p> <ul style="list-style-type: none"> Analyse your customer types, to identify or anticipate their potential needs and expectations when providing your service 	<p>2.8 Record the outcome of the handling of complaints for future reference</p> <p>Unit 18 Develop customer relationships 2.3 Share feedback from customers with others Unit 23 3.3 Take account of feedback provided by customers 4.4 Collect feedback from customers on their levels of satisfaction</p> <p>No mapping identified.</p>
<p>Customer service performance</p>	<ul style="list-style-type: none"> 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 	<p>Partial mapping - Unit 16 Deliver customer service whilst working on customers' premises 1.2 Explain the importance of being positive about the product and/or service</p> <p>No mapping identified.</p>
<p>Service improvement</p>	<ul style="list-style-type: none"> Analyse the end to end service experience, seeking input from others where required, supporting development of solutions Make recommendations based on your findings to 	<p>Unit 1 Organise and deliver customer service 2.2 Map the 'customer journey' 3.3 Identify areas for improvement in their own customer service delivery 3.4 Adapt their own customer service delivery to meet customers' changing expectations</p> <p>Unit 23 Build and maintain effective customer relations 4.3 Address changes to customer service methods that may have an effect on customer relationships</p> <p>Unit 23 Build and maintain effective customer relations</p>

	<p>enable improvement</p> <ul style="list-style-type: none"> • Make recommendations and implement where possible, changes in line with new and relevant legislation, regulations and industry best practice 	<p>4.5 Recommend improvements to customer service based on analyses of the effectiveness of customer relationships</p> <p>No mapping identified.</p>
Behaviours and attitude		
Develop self	<ul style="list-style-type: none"> • 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 	<p>Unit 5 Manage personal and professional development</p> <p>2.3 Identify current and future likely skills, knowledge and experience needs using skills gap analysis</p> <p>2.4 Agree a personal and professional development plan that is consistent with business needs and personal objectives</p> <p>2.5 Execute the plan within the agreed budget and timescale</p> <p>2.6 Take advantage of development opportunities made available by professional networks or professional bodies</p> <p>3.3 Review progress toward personal and professional objectives</p> <p>3.4 Amend the personal and professional development plan in the light of feedback received from others</p>
Ownership responsibility	<ul style="list-style-type: none"> • 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 	<p>Unit 9 Resolve customers' complaints</p> <p>2.2 Take personal responsibility for dealing with complaints</p> <p>No mapping identified.</p> <p>Unit 23 Build and maintain effective customer relations</p> <p>3.2 Provide information and perform actions within agreed</p>

		timescales
Team working	<ul style="list-style-type: none"> • 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 	<p>Unit 33 Collaborate with other departments</p> <p>2.1 Analyse the advantages and disadvantages of collaborating with other departments</p> <p>2.2 Identify with which departments collaborative relationships should be built</p> <p>2.3 Identify the scope for and limitations of possible collaboration</p> <p>3.1 Agree Service Level Agreements (SLAs), objectives and priorities of collaborative arrangements</p> <p>3.2 Work with other departments in a way that contributes to the achievement of organisational objectives</p> <p>No mapping identified.</p> <p>No mapping identified.</p>
Equality	<ul style="list-style-type: none"> • 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 	<p>Unit 23 Build and maintain effective customer relations</p> <p>3.1 Behave in a way that creates mutual trust and respect</p> <p>Unit 30 Promote equality, diversity and inclusion in the workplace</p> <p>3.3 Adhere to organisational policies and procedures, and legal and ethical requirements when supporting equality, diversity and inclusion in the workplace</p> <p>No mapping identified.</p>
Presentation	<ul style="list-style-type: none"> • Demonstrate brand advocacy, values and belief when dealing with customer requests to build trust, credibility and satisfaction 	<p>Unit 23 Build and maintain effective customer relations</p> <p>3.1 Behave in a way that creates mutual trust and respect</p>

	<ul style="list-style-type: none">• Ensure your personal presentation, in all forms of communication, reflects positively on your organisation's brand	<p>Unit 12 Communicate verbally with customers 2.8 Maintain organisational standards of behaviour and communication when interacting with customers</p> <p>Partial mapping - Unit 43 Employee rights and responsibilities (L/506/1905) 2.2 Describe an employer's expectations for employees' standards of personal presentation, punctuality and behaviour</p>
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