

Apprenticeship standard (England only)

# Customer Service Specialist




Industry: Customer Service

City & Guilds code: 9494-12

LARS number: 278



A City & Guilds Group Business

-  **Typical duration: 15 months**
-  **Maximum funding: £4,000\***
-  **Level 3**

\*Funding bands from August 2018

**On-programme learning:** Available autumn 2018

**On-programme optional qualification (2794-03):** Available autumn 2018

**End-point assessment (EPA):** Open for registrations from November 2018

A customer service specialist demonstrates professionalism towards customers and supports the organisation. They have a great deal of knowledge about the organisation's products and/or services, and act as a point of contact to support customers and colleagues with complex requests, complaints and queries.

Customer service specialists also analyse customer data, implement changes to improve services and are attentive to various digital technologies.

Roles include customer service specialist, customer service manager, customer service team leader, and customer service executive.

## City & Guilds – helping you with an expert solution

There are four stages where we can work together to help your apprentices from the start through to successful completion of their training.



### Plan

Helping you plan and prepare for the new standards with a bespoke solution to make the most of your investment in apprentices.



### Attract

Simple online vacancy and candidate set up, TalentPortal can connect you to the talent you need to fill your apprenticeship vacancies.



### Deliver

High-quality, online and offline content to help draw out the skills, knowledge and behaviours to prepare apprentices for end-point assessment as well as tracking options to monitor performance.



### Assess

Support for you and your apprentices to prepare for end-point assessment by our first-rate, fully trained assessors. Our simple, flexible service meets the demands of your team and your partners.

# The City & Guilds Customer Service Specialist apprenticeship

## The apprentice journey



### 1 On-programme (deliver)

Training and development takes place during this part of the apprenticeship. It may include a qualification if set in the standard.

Formative assessment of skills, knowledge and behaviours is required in the delivery of the standard and this will be outlined in the assessment plan.

Apprentices have to reach a minimum level of maths and English set by the standard. If they've not previously achieved this, they'll need further study and support.

## 1 On-programme: what apprentices need to learn

Apprentices need to complete 20% off-the-job training during on-programme and specific rules govern this vital element. You can track and authorise the 20% through our e-portfolio, Learning Assistant. Apprentices need to know:

### Knowledge

- Business knowledge and understanding
- Customer journey knowledge
- Knowing your customers and their needs/customer insight
- Customer service culture and environment awareness

### Skills

- Business focused service delivery
- Providing a positive customer experience
- Working with your customers/customer insights
- Customer service performance
- Service improvement

### Behaviours

- Develop self
- Ownership/responsibility
- Team working
- Equality
- Presentation

## Our resources and tools that support on-programme delivery

Our core content for this standard covers Prevent, British values, equality and diversity, and health and safety which give you the basics to deliver the standard and satisfy regulators. It's a blend of e-learning and downloadable content. We also have:



### Optional qualification

The mandatory units of the City & Guilds Level 3 Diploma in Customer Service (5530) are closely aligned to the content of the apprenticeship standard and enhance the on-programme experience for the apprentice and employer.

A new qualification is also being developed, which is 100% mapped to the new standards and will be available in September 2018.



### Apprenticeship training manual

Tasks are available in electronic PDF format via SmartScreen. The customer service specialist apprenticeship training manual guides learners through step-by-step tasks that develop the skills, knowledge and behaviours required.



### Learning Assistant

Innovative and cost effective e-portfolio solution that lets you dramatically improve the delivery of their apprenticeship standards by tracking apprentices' progress online in real time. And helps authorise and evidences 20% off-the-job learning.



### SmartScreen (Coming soon)

Digital learning resources for apprentices with engaging and interactive content allow apprentices to work at their own pace. The content covers majority of modules, preparing apprentices for their EPA. Tutors can track activity and results.

Tutor resources are available to download from SmartScreen, including handouts, lesson plans and presentations, covering all learning outcomes.



### Guidance documents

- Guidance for apprentices and training providers to help prepare the apprentice for their EPA.
- Qualification handbook if applicable.

### Maths and English requirements

If your apprentices need to complete maths and English, our popular Functional Skills qualifications fit within apprenticeship programmes and cover the core maths and English requirement for the workplace and further study. We have an extensive support package available, including e-Functional Skills, and an online teaching and learning platform, which guides learners from an initial and a diagnostic assessment, through to being exam ready.

Find out more: [cityandguilds.com/functionalskills](http://cityandguilds.com/functionalskills)

# The City & Guilds Customer Service Specialist apprenticeship



## 2 Gateway

The employer and provider must sign off the apprentice as ready to move on to end-point assessment.



## 3 Assess

The end-point assessment must demonstrate that the apprentice can perform in the occupation in a fully competent, holistic and productive way.

The assessment will be graded if required by the standard.

The assessment organisation and assessor must be independent of, and separate from, the training provided by the provider and employer.



## 4 Apprenticeship certificate

On successful completion, the end-point assessment organisation will apply to the Education and Skills Funding Agency (ESFA) for the apprenticeship certificate. The certificate is sent to the apprentice's employer.

## 2 Gateway

To move on to end-point assessment, the apprentice must show evidence of the relevant customer service knowledge, skills and behaviours as set out in the standard, and have achieved maths and English Level 2.

## 3 End-point assessment (EPA): how apprentices demonstrate their learning

End-point assessment is the final stage that an apprentice goes through to complete their apprenticeship. The apprentice must demonstrate their learning to an independent end-point assessor and the grades available are pass, merit or distinction. Assessment methods for this standard are:



### Work-based project supported by an interview

Apprentices prepare a report on their project. The work-based project should be completed within two months from the start of the EPA.

The interview will take place before the end of the three-month end-point assessment period.



### Practical observation with Q&As

The observation should last about an hour and allows the apprentice to demonstrate their skills, knowledge and behaviour from across the standard to display genuine workplace awareness.

The practical observation should be completed within three months from the start of the EPA.



### Professional discussion supported by portfolio evidence

The 60-minute discussion will be against set criteria in the occupational brief. The apprentice's portfolio of evidence will be used to support the discussion.

The practical discussion should be completed within three months from the start of the EPA.

## Our resources and tools that support end-point assessment

We are on the register of end-point assessment organisations and our EPA service includes support resource as well as flexibility around assessment delivery and a dedicated EPA team to support you.



### EPA preparation tool

Online content to help the apprentice feel ready for their EPA experience. Personalised to their confidence levels and the standard, they're sent free access details once they're registered with us for EPA.



### EPA team

Our dedicated EPA team is on hand to help with bookings and questions on anything from the assessment process to evidence portfolios.



### EPA pack and guidance

Let our support, including short videos and how to guides help you get to grips and stay on track with the EPA process.



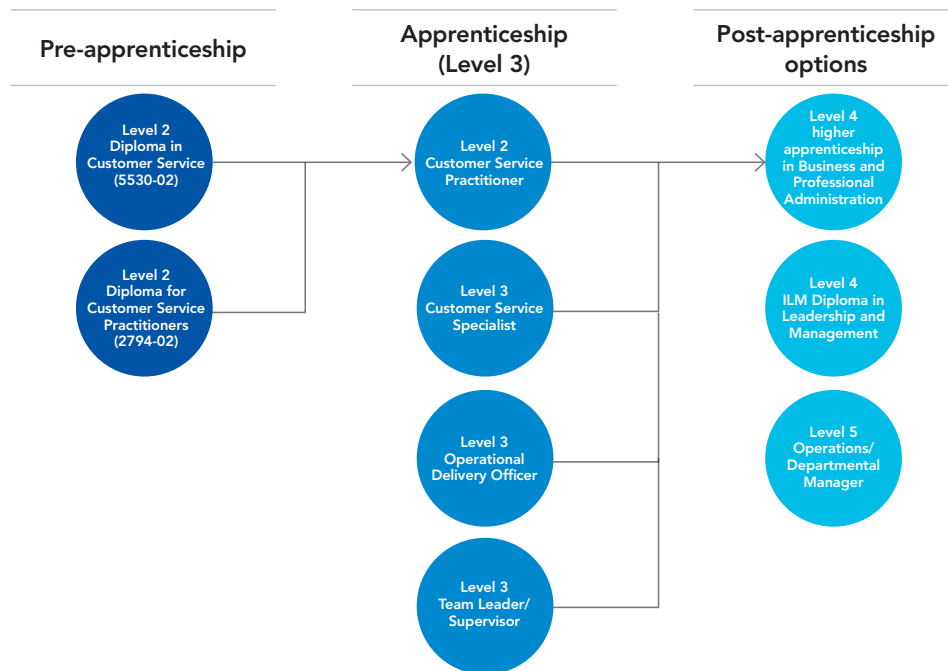
## 4 Apprenticeship certification

The apprentice will receive their Institute for Apprenticeships (IfA) apprenticeship certificate. Apprentices that complete a City & Guilds EPA will receive a City & Guilds statement of achievement for end-point assessment.

# The City & Guilds Customer Service Specialist apprenticeship

## Progression with City & Guilds Group

Develop new and existing talent at all levels with ILM management apprenticeships including: Team Leader/ Supervisor Level 3; Operations/Departmental Manager Level 5; Chartered Manager Degree Level 6 and the Senior Leader Master's Degree Level 7.



This apprenticeship standard was developed to meet the needs of employers and designed with input from an employer group including: Boots UK, Centrica, Institute of Customer Service, Accelerator Solutions, bpi.recycled products, BT, Eon Energy, Osborne Property Services, Capita, Northern Power Grid.

## How our offer supports you:

### Supportive payment structure

When you choose us for EPA you pay a small registration fee and the balance once the EPA has taken place and results submitted.

### Personal support

Our Technical Advisors, Business Managers and Customer Service teams are on hand to help you with all aspects of apprenticeships.

### Specialist online tools

Our e-Functional Skills can boost maths and English; Skills Zone develops workplace behaviours and skills; and our e-portfolio, Learning Assistant, lets you manage assignments and track the 20% off-the-job training requirement.

### Events and webinars

We deliver a range of events and webinars run by industry specialists to advise and guide you, including regional networking and CPD events.



### More information

If you're a City & Guilds centre, visit Walled Garden or contact your Business Manager to find out prices and if any elements are extra to the package. If you're a new customer, contact [apprenticeships@cityandguilds.com](mailto:apprenticeships@cityandguilds.com) to find out more.

Or visit [cityandguilds.com/apprenticeships](https://cityandguilds.com/apprenticeships) for full information on our apprenticeship products and services. Visit [i-l-m.com/apprentice](https://i-l-m.com/apprentice) for information on management apprenticeships.