




Apprenticeship standard (England only)

Customer Service Specialist

Industry: Customer service

City & Guilds code: 9494-12

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

*Funding information accurate as of August 2018. For the most up-to-date information, check the [Institute for Apprenticeships and Technical Education \(IfATE\) website](#).

About the standard

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.

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.

Refer to the [IfATE website](#) for further details on the standard and assessment plan.

City & Guilds has developed teaching and learning materials to support employers and learning providers to deliver on and off-the-job learning for this standard. For more information [visit our webpage for Customer Service Specialist here](#).

Gateway requirements

Before you can book end-point assessment (EPA), the provider and employer sign off that the apprentice will be ready for EPA.

For this standard, the employer and provider will need to sign a declaration to agree the apprentice shows evidence of the relevant customer service specialist knowledge, skills and behaviours as set out in the standard. The apprentice also must have achieved maths

and English (Level 2). The work-based project is completed within 2 months from the start of the end-point assessment period.

As part of our EPA service, City & Guilds will check all gateway evidence before the EPA event so you can have the confidence that the apprentice is ready for EPA.





EPA: how apprentices demonstrate their learning

As defined in the assessment plan, the assessment events 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. The interview will last for 60 minutes (+/- 10%).



Practical observation with Q&As

The practical observation lasts an 1 hour (+/- 10%) 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 professional discussion will last for 60 minutes (+/- 10%). The 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.

City & Guilds will allocate a skilled and experienced professional to assess the apprentice objectively against the standard. All assessments are standardised and quality assured.

To help you prepare apprentices and ensure they feel ready for assessment, we have created a suite of preparation resources, including:

- **EPA pack:** Details behind the standard and assessment plan, guidance on EPA tasks and grading, procedures for re-sits, timelines, venue and resource requirements for EPA. It is important that you are familiar with this information
- **EPA preparation tool:** Personalised login for each apprentice with useful learning resources relevant to the assessment skills required for their standard, ensuring they feel ready for their EPA experience

- **recording forms:** Supporting you to complete key stages of EPA readiness, we have prepared forms to give you peace of mind and confidence that everything is covered
- **LIEPA report:** A report produced by our lead independent end-point assessor (LIEPA) with insight into the EPA results for this standard and findings across all centres. These reports can help you refine your delivery to improve success rates
- our dedicated **EPA customer success team** will be on hand to support you through your EPA journey.



Apprenticeship certification

As well as receiving their IfATE apprenticeship certificate, the apprentice will receive a City & Guilds statement of achievement for EPA.

Why choose City & Guilds?

Personal support: Our dedicated EPA customer success team, Technical Advisors, Business Managers and Customer Service teams are on hand to help you throughout your apprenticeship journey.


Teaching tools and resources: All of our resources are mapped comprehensively to the standard and designed to draw out the skills, knowledge and behaviour apprentices need so they are confident for assessment and you know that everything is covered.

EPA support resources: Our specially created EPA resources will help you to prepare apprentices and ensure a smooth booking process.

EPA delivery: We are growing our EPA service, using new technologies to enhance the delivery and management of EPA.

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





Events and webinars: We deliver a range of events and webinars run by industry specialists to advise and guide you.

Progression: The journey never stops and we're committed to helping learners progress into a job, develop on the job and move into the next job. Visit our website [cityandguilds.com](https://www.cityandguilds.com) for our wider offering in this sector and information about leadership and management apprenticeships.



More information

If you're a City & Guilds centre, visit Walled Garden or contact your Business Manager for prices and any further information.

If you're a new customer, contact apprenticeships@cityandguilds.com to find out more.

Or visit [cityandguilds.com/apprenticeships](https://www.cityandguilds.com/apprenticeships) for full information on our apprenticeship products and services.

Visit [i-l-m.com/apprentice](https://www.i-l-m.com/apprentice) for information on management apprenticeships.