

On Programme Content

Customer Service Specialist Apprenticeship Standard

Level 3



Customer Service Specialist - Level 3

Course	Topic	Task Page					
Customer Service Specialist Induction	Induction	Introduction	Reflective practice	Safeguarding and PREVENT	British values		
Level 3 Diploma for Customer Service Specialists (2794-03) - 60336419	Unit 301 Developing self	Personal development planning	Maintaining your CPD	End of unit assessment			
	Unit 302 Customer service legislation, regulation, policies and procedures	Health and safety legislation	Equality legislation	Consumer-related legislation	Data protection legislation	Organisational and external factors	End of unit assessment
	Unit 303 Effective team working	Leadership styles	Effective teamwork	End of unit assessment			
	Unit 304 Brand, image and reputation	Organisational brand	Personal responsibility and professionalism	Communicating effectively	End of unit assessment		
	Unit 305 Business knowledge and understanding in a customer service environment	Business strategy	Organisational culture	Service provision	Organisational structures	End of unit assessment	
	Unit 306 Specialist customer service knowledge and skills	Understanding customer types	Communication channels	Advanced communication skills	End of unit assessment		

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Level 3 Diploma for Customer Service Specialists (2794-03) - 60336419	Unit 307 Handling and resolving complex customer service issues	Escalating issues	Resolving complex issues	End of unit assessment			
	Unit 308 Improvement to customer service delivery	Customer feedback	Continuous improvement	End of unit assessment			
	Unit 309 Team leading*	Leading a team	Supporting and monitoring a team	End of unit assessment			
	Unit 310 Retail operations*	Payment transactions	Stock control	Stock display	End of unit assessment		
	Unit 311 Planning and implementation of a sales campaign(s)*	Planning a sales campaign	The sales funnel	Implement and evaluate sales campaigns	End of unit assessment		
	Unit 312 Marketing management*	Principles of marketing	Marketing channels	Marketing campaigns	Analytics and measuring outcomes	Legal, regulatory and ethical requirements	End of unit assessment
	Unit 313 Use of social media in own organisation*	Social media policies and etiquette	Social media tools and platforms	Schedule and analyse social media	End of unit assessment		

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Level 3 Diploma for Customer Service Specialists (2794-03) - 60336419	Unit 314 Project management*	Planning projects	Manage projects	Evaluate projects	End of unit assessment
	Unit 315 Coaching and mentoring*	Coaching in the workplace	Mentoring	Practice test	Online test
Customer Service Specialist EPA	End-point assessment**	Introduction	Work-based project and interview	Practical observation with Q&As	Professional discussion and portfolio

* Optional units dependant on the specialism of the apprentice - please refer to the qualification handbook

** These task pages are for guidance and only available for centres registered with C&G for end-point assessment