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Customer Service Specialist Level 3

Overview

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A customer service specialist is the ‘professional’ for direct customer support within all sectors and organisation types. They are advocates of high quality customer service, who act as a referral point for dealing with more complex or technical requests, complaints and queries.

They are experts in the organisation’s products and service offer and would work collaboratively with other departments and colleagues to share knowledge as an expert in their field.

Key responsibilities may include:

- Dealing with complex customer queries
- Working collaboratively with other departments and colleagues
- Providing expert knowledge to internal and external bodies
- Use of organisational and generic IT systems

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Benefits

- Gaining key skills to support effective customer communication and build relationships
- Understanding how to apply a range of leadership styles in a customer service environment
- Becoming competent with handling customer challenges and how to resolve
- Ability to recommend and implement improvements to service

Suitable for:

Individuals across all sectors, environments and organisation types, with scope to influence change and improvements in service.

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Programme delivery

Programme length

15 months (on average) plus End-point Assessment (EPA).

Delivery method

Programme delivered through Lifetime's blended learning approach.

Blended learning

Facilitated learning: Learners complete learning sessions with their Lifetime Learning Coach every 4-6 weeks.

Self-study: Learners are expected to carry out self-study using Lifetime's online learning platform.

Virtual sessions: Carried out between the Learner and their Lifetime Learning Coach.

Contact: Learners have access to their Lifetime Learning Coach via email, phone and online learning platform.

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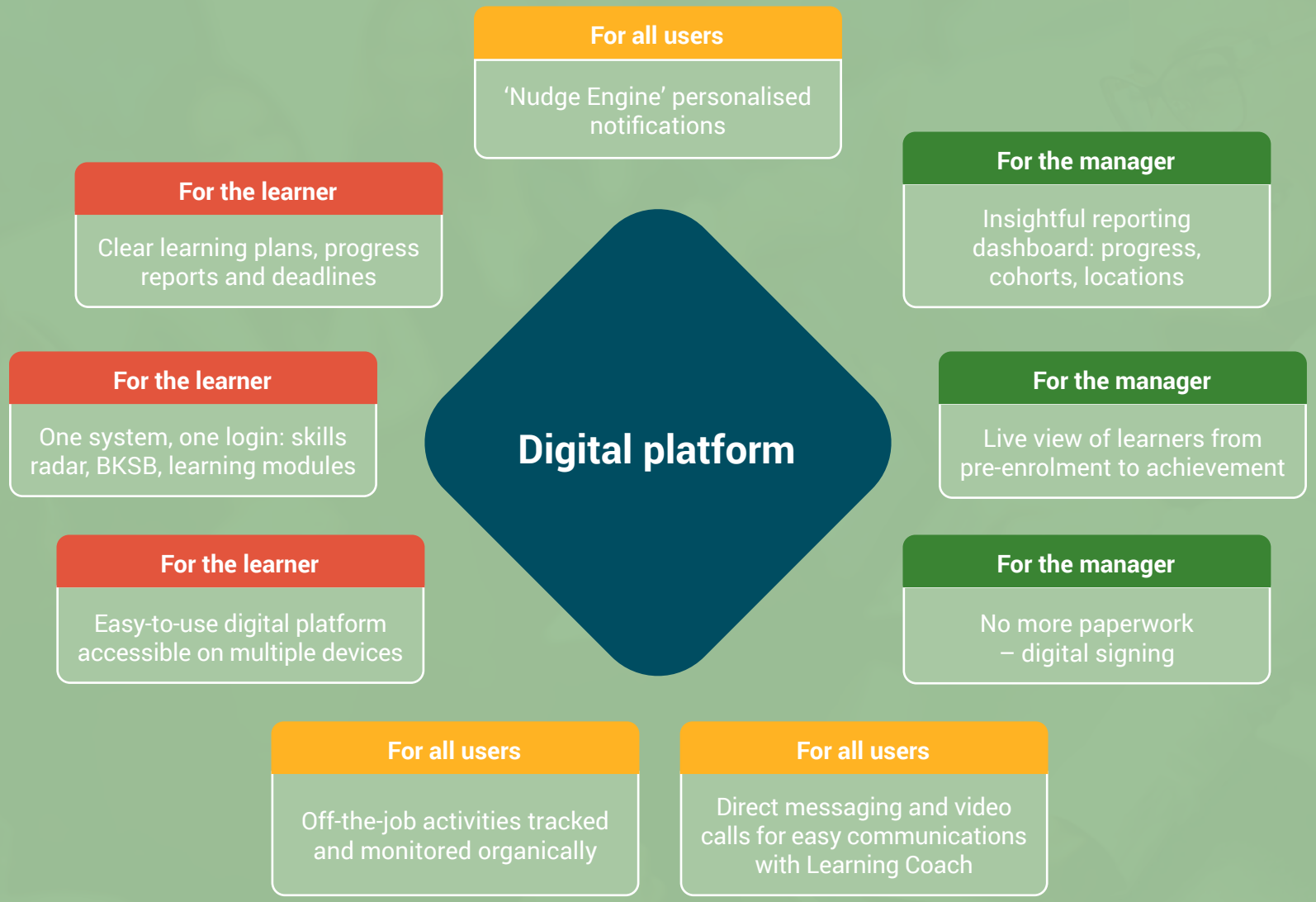
Blended delivery through Lifetime's online learning platform



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Programme modules

The delivery model is broken down over 12 topics:

1. Customer Insights
2. Providing a Positive Customer Experience
3. Customer Service Performance
4. Customer Journey
5. Ownership and Responsibility
6. Working with Customers
7. Business Focused Service
8. Culture and Environmental Awareness
9. Develop Self
10. Team Work
11. Equality, Diversity and Inclusion
12. Career Development

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Programme modules

Deep dive

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Customer insights

Covered:

- Internal and External Customers
- Customer Profiles and Types
- Customer Emotions and Expectations
- Continuous Professional Development (CPD)
- Loyalty, Retention and Satisfaction
- Customer Data

Dig Deeper:

Empathetic Listening

Providing a positive customer experience

Covered:

- Questioning and Active Listening
- Clear Communication
- The Highs and Lows
- The Power of Influence
- Cost Conscious Mindset

Dig Deeper:

The Negotiation Matrix

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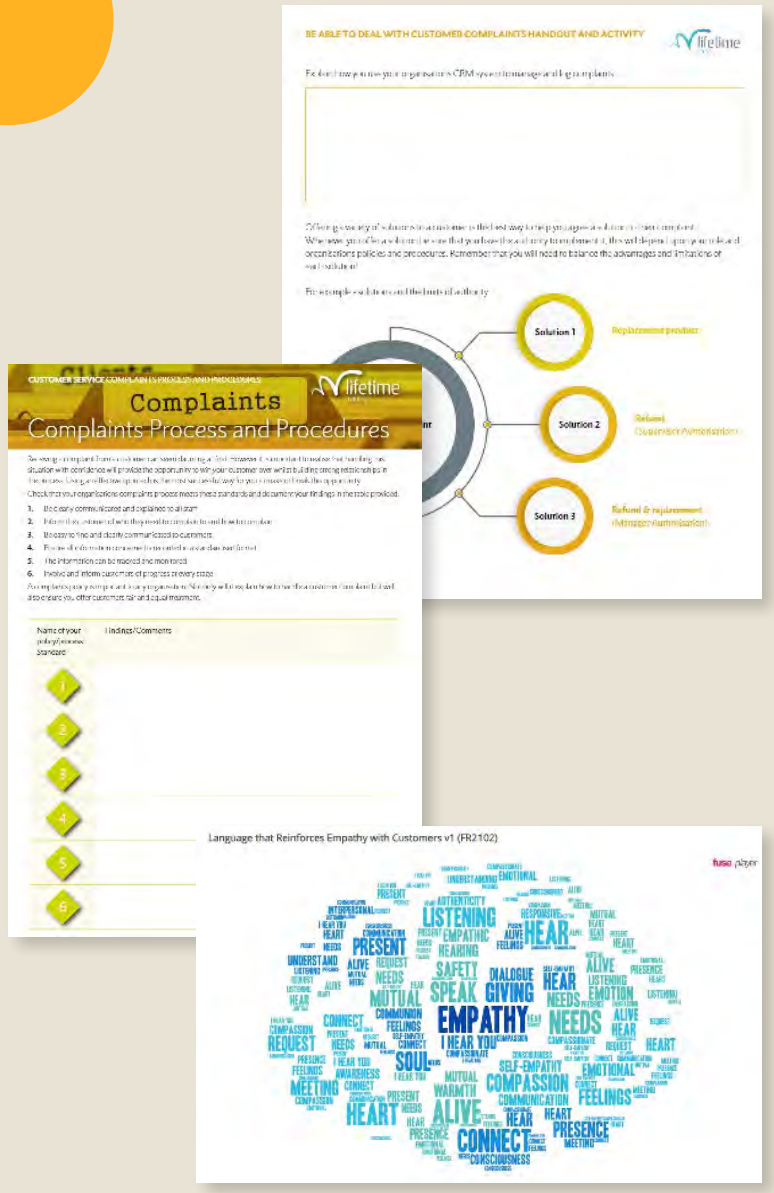
Customer service performance

Covered:

- Challenging and Complex Situations
- Maintain Positive Relationships
- Limits of Authority

Dig Deeper:

Social Media



Customer journey

Covered:

- The Customer Journey
- Service Level Agreements
- Specialist Referrals
- Business Processes
- Customer Focus

Dig Deeper:

Service Mark

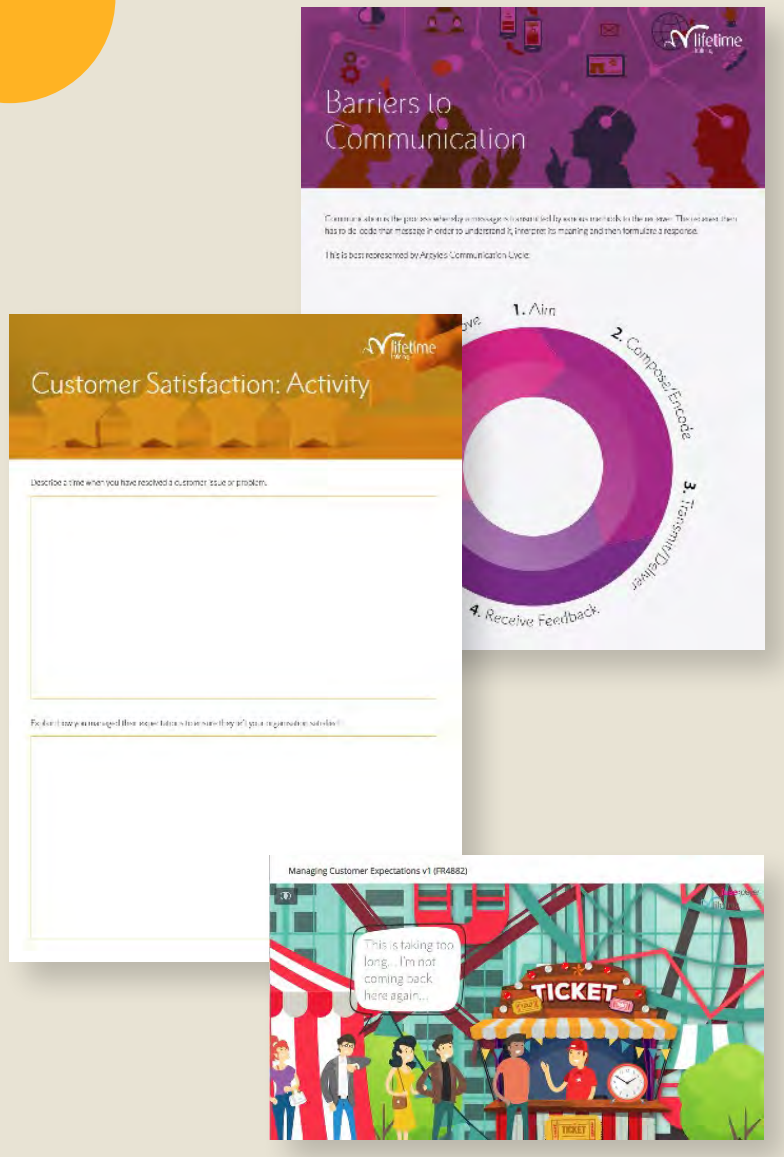
Ownership and responsibility

Covered:

- Personal Commitment
- Maintaining Customer Satisfaction
- Pro-activity and Creativity
- Successfully Resolve Issues
- Deliver on your Promises

Dig Deeper:

The Importance of Going Off Script



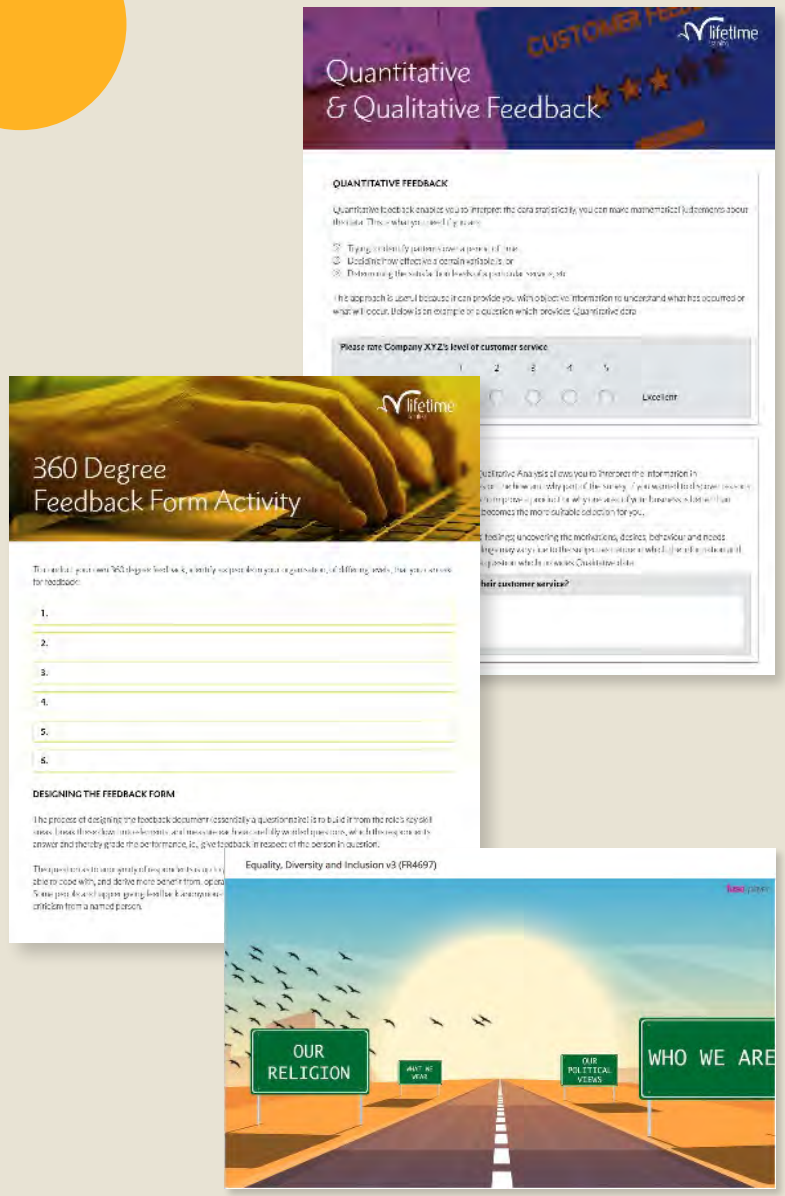
Working with customers

Covered:

- Gather Customer Feedback
- Analyse the End-to-End Experience
- Recommendations and Implementation
- Legislative Responsibilities

Dig Deeper:

The PDCA Cycle (Plan-do-check-act)



Business focused service

Covered:

- Business Strategy
- Leadership Styles
- Continuous Improvements
- Identifying and Negotiating
- Service Options
- The Impact of Your Role

Dig Deeper:

Porter's Five Forces

Culture and environmental awareness

Covered:

- Organisational Structure
- Business Culture
- Internal and External Factors
- Compliance
- Industry Best Practice

Dig Deeper:

Sharing Knowledge and Best Practice

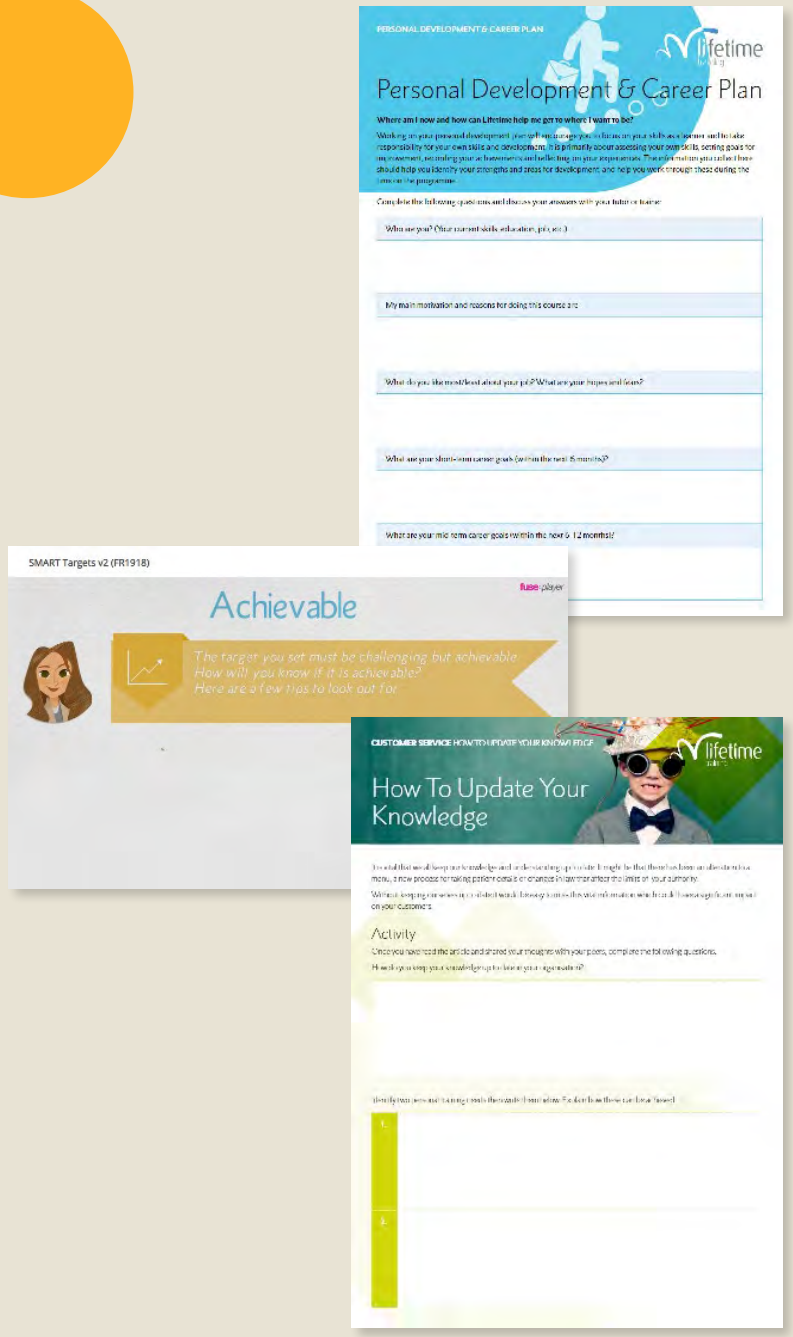
Develop self

Covered:

- Personal Goals and Target Setting
- Creating a PDP (Personal Development Plan)
- Developing Your Skills
- Progressing Your Career

Dig Deeper:

Self Evaluation



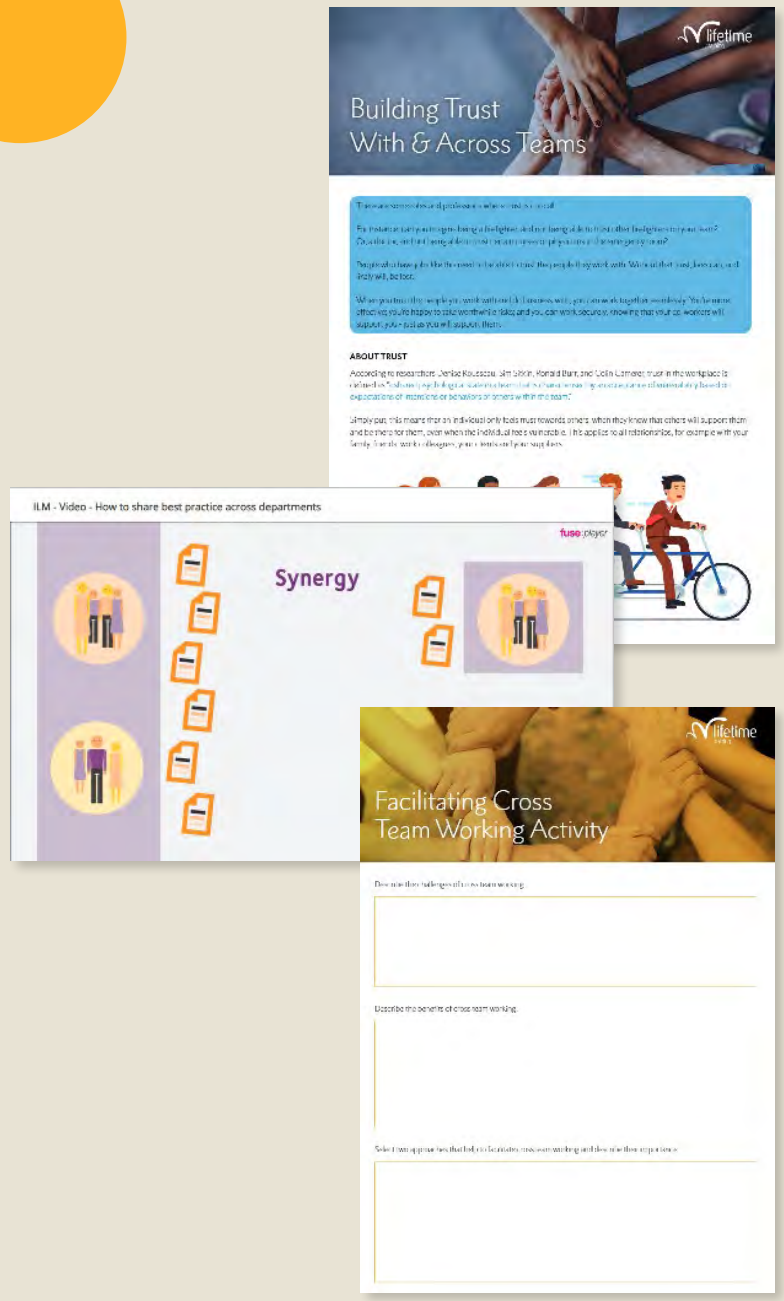
Team work

Covered:

- Team Collaboration
- Sharing Best Practice
- Adaptable and Flexible
- Team Dynamics
- Team Roles

Dig Deeper:

Team Motivation



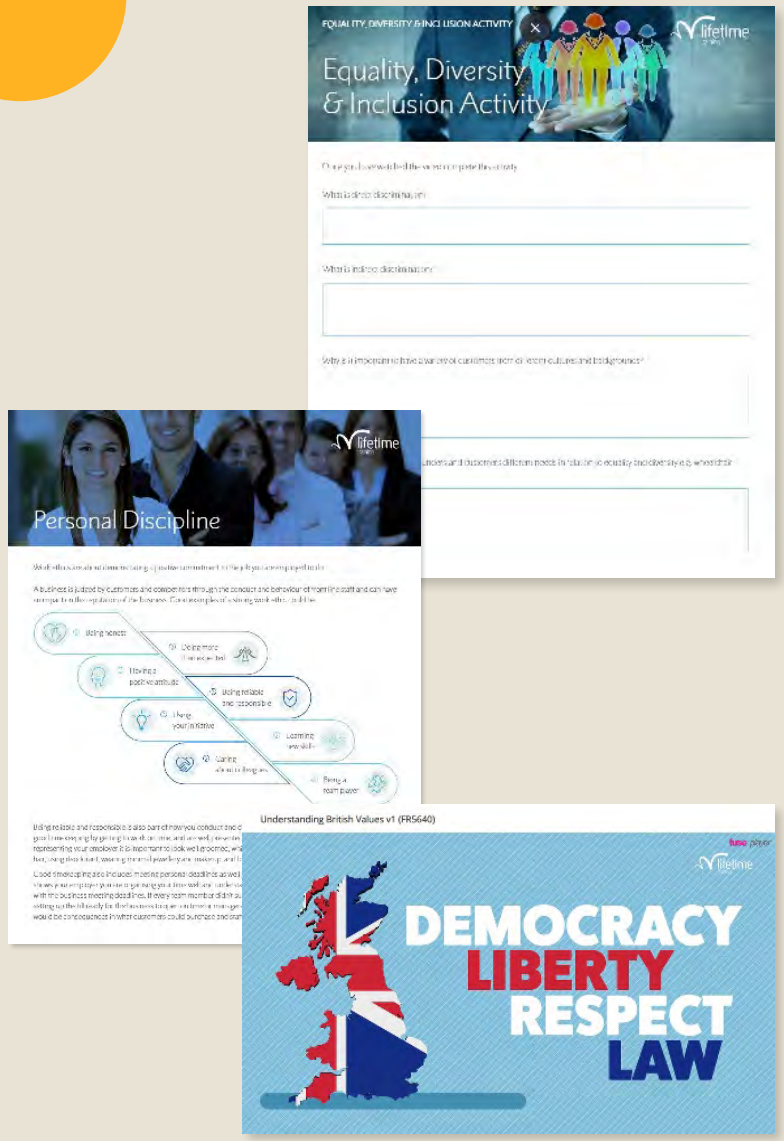
Equality, diversity and inclusion

Covered:

- Positive Impact
- Supporting Equality and Diversity
- An Inclusive Working Environment
- Values and Beliefs
- Brand Advocacy

Dig Deeper:

Volunteer Days



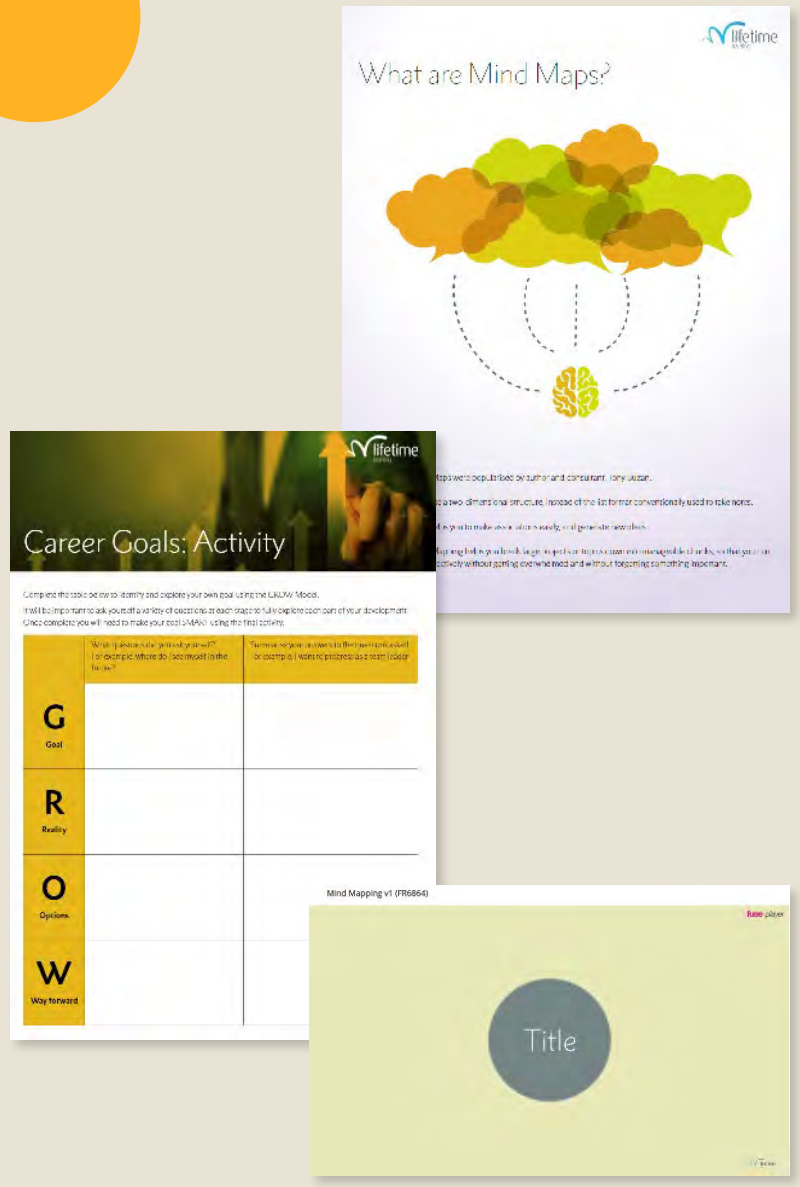
Career development

Covered:

- Goal: What do I want to achieve?
- Reality: Where am I now?
- Opportunities: What's out there for me?
- Way forward: What am I going to do about it?

Dig Deeper:

Career Pathways



End-point Assessment (EPA)

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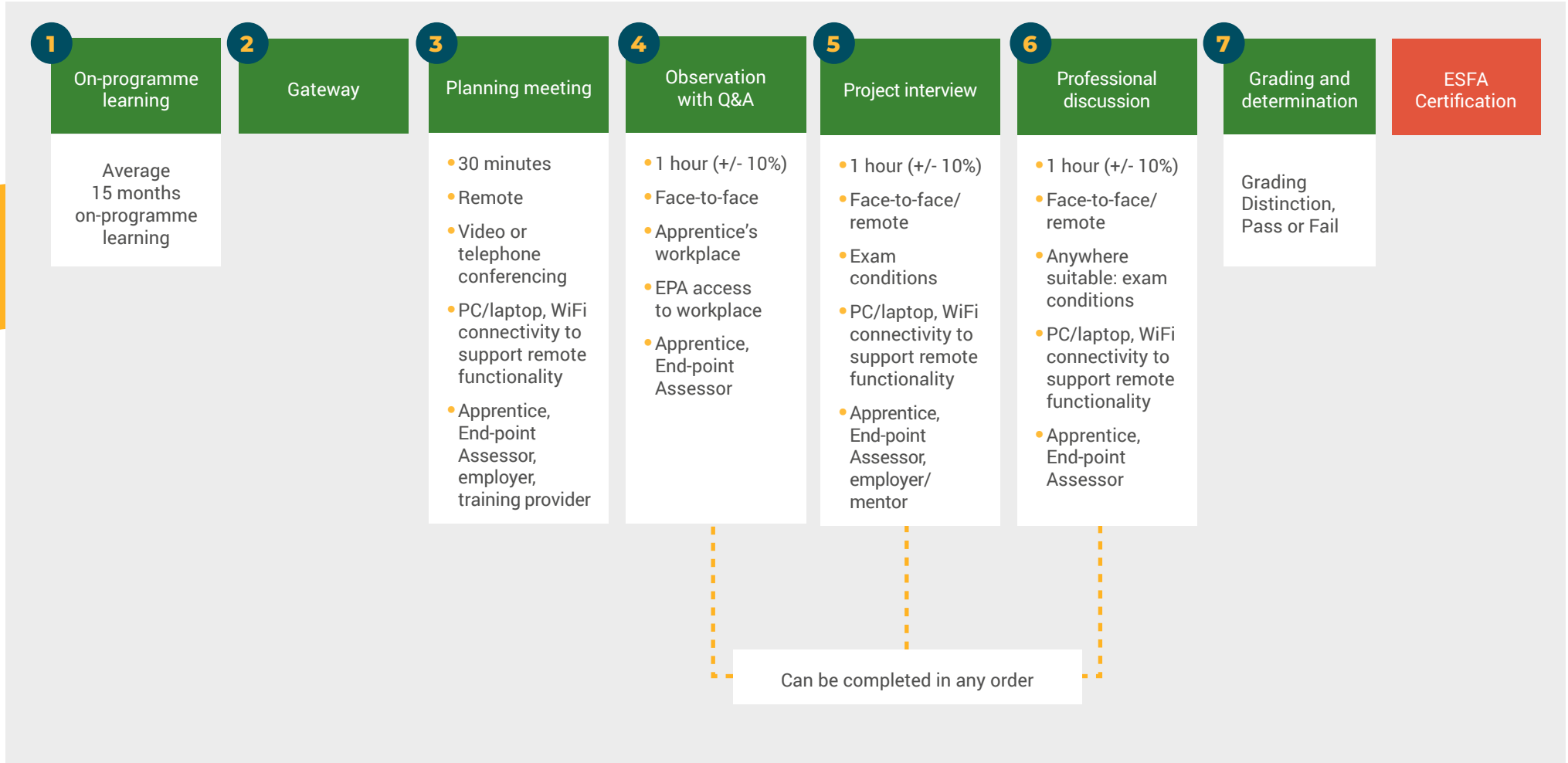
End-point Assessment journey



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Thanks for your time.

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