



DEVELOP TALENT.
REACT TO CHANGE.
STAY COMPETITIVE.
EMBRACE NEW TECH.

Apprenticeships are versatile, serving as pathways for current employees to upskill or as a means to recruit new talent into apprentice roles. We offer top-tier, cost-effective solutions aimed at cultivating a skilled and sustainable workforce tailored to the long-term success of your company



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TRAINING

CUSTOMER SERVICE SPECIALIST (ADVANCED)

The main purpose of a customer service specialist is to be a 'professional' for direct customer support within all sectors and organisation types. You are an advocate of Customer Service who acts as a referral point for dealing with more complex or technical customer requests, complaints, and queries. You are often an escalation point for complicated or ongoing customer problems.

As an expert in your organisation's products and/or services, you share knowledge with your wider team and colleagues. You gather and analyse data and customer information that influences change and improvements in service. Utilising both organisational and generic IT systems to carry out your role with an awareness of other digital technologies. This could be in many types of environment including contact centres, retail, webchat, service industry or any customer service point.

Level: 3 (Equivalent to A-Level)

Typical Duration: 15 months

Maximum Funding: £4,000

KEY THEMES INCLUDE:

The course has been designed to cover the key areas of knowledge, skills & behaviour required to be an effective customer service specialist:

- Business Knowledge
- Business Understanding
- Customer Journey Knowledge
- Customer Service Culture
- Environmental Awareness
- Customer Service Performance
- Dealing with Customer Conflicts
- Service Improvement
- Business Focused Service Delivery
- Systems and Resources

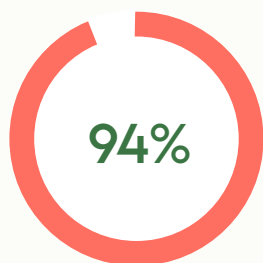
BENEFITS

BENEFITS FOR EMPLOYERS INCLUDE:

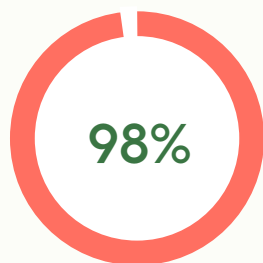
- ♦ Develop improved communication and interpersonal skills
- ♦ Develop greater strategic thinking
- ♦ Improved internal customer focus
- ♦ Increased motivation for delegates
- ♦ Visible commitment and investment for delegates
- ♦ Helps with career progression planning
- ♦ Delivered digitally by an experienced team of trainers using government funding.

BENEFITS FOR EMPLOYEES INCLUDE:

- ♦ Improved knowledge, skills and behaviours to improve performance
- ♦ Help with career progression
- ♦ Increased job satisfaction
- ♦ Increased confidence
- ♦ Raised profile within your organisation
- ♦ Platform for further learning and progression
- ♦ Recorded workshops that fit in around your working pattern
- ♦ Connected learning tracked digitally by an online portfolio



of Employers felt that BPIF Training delivers training that is up-to-date, relevant and meets industry standards.



of Apprentices would recommend BPIF Training to a friend.



of Employers would recommend BPIF Training to another employer.

WHAT ARE THE KEY SKILLS YOU HAVE ACQUIRED DURING YOUR APPRENTICESHIPS?



Through carrying out my apprenticeship I have further developed my knowledge in many areas, from learning styles to the area of finance. One key area I enjoyed relates to communication, it was fascinating looking at past experiences and breaking down where communication went 'right or wrong' especially in regards to transactional analysis and the parent, child and adult states.



KNOWLEDGE, SKILLS & BEHAVIOURS

Each Customer Service Specialist will be competent in the following KSBs:

KNOWLEDGE - UNDERSTAND OF THE FOLLOWING:

Business Knowledge and Understanding

- 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

Customer Journey knowledge

- 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

Knowing your customers and their needs/ Customer Insight

- Know your internal and external customers and how their behaviour may require different approaches from you
- 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

Customer service culture and environment awareness

- 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 each department needs to play in delivering Customer Service and what the consequences are should things go wrong
- Understand how to find and use industry best practice to enhance your own knowledge

SKILLS - COMPETENT TO DO THE FOLLOWING:

Business-focused service delivery

- 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
- Find solutions that meet your organisations needs as well as the customer requirements

Providing a positive customer experience

- 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

- Use written and verbal communication to simplify and provide complex information in a way that supports positive customer outcome in the relevant format

Working with your customers / customer insights

- Proactively gather customer feedback, through a variety of methods. Critically analyse, and evaluate the meaning, implication and facts and act upon it
- Analyse your customer types, to identify or anticipate their potential needs and expectations when providing your service

Customer service performance

- 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

Service improvement

- Analyse the end to end service experience, seeking input from others where required, supporting development of solutions
- Make recommendations based on your findings to enable improvement
- Make recommendations and implement where possible, changes in line with new and relevant legislation, regulations and industry best practice

- Make realistic promises and deliver on them

Team working

- 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

Equality

- 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

Presentation

- Demonstrate brand advocacy, values and belief when dealing with customer requests to build trust, credibility and satisfaction
- Ensure your personal presentation, in all forms of communication, reflects positively on your organisation's brand

BEHAVIOURS - LEARN TO DO THE FOLLOWING:

Develop self

- 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

Ownership/ Responsibility

- 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

DELIVERY PLAN MAP

An example of an individualised learning plan, delivered by BPIF Training L3 Customer Service Specialist



	MONTHS 1 - 2	MONTHS 3 - 4	MONTHS 5 - 6	MONTHS 7 - 8	MONTHS 9 - 10	MONTHS 11 - 12	MONTHS 13 - 14	MONTHS 15
UNIT(S) ASSIGNMENT	Developing Self & communication	Internal Processes and SLA's	Brand and Loyalty	Business Environment	Legislation	Handling Complex Issues	Decision Making and Project Management	Observation EPA Preparation
PLANNED OFF THE JOB HOURS	60	50	50	50	40	48	60	32
TOTAL	390							

COURSE SUPPORT

The course consists of the following support:

- Planned online workshops and regular formal reviews
- Bespoke programme to cater for slower and faster achieving learners
- One-to-one sessions to meet the needs of individual learners
- Helps with career progression planning
- Telephone, email and video support - 5 days a week
- Access to the Virtual Learning Environment (VLE) - 7 days a week
- An assigned personal tutor
- Access to the E-Portfolio System - 7 days a week
- Access to the Maths and English E-Learning System - 7 days a week
- Access to the BPIF Skills Hub E-Learning System - 7 days a week
- Specialist support for learners with special educational needs and/or disabilities

TRAINING PROGRAMMES AT BPIF TRAINING

BPIF Training specialises in delivering practical training tailored to the specific needs of the modern printing industry. Our training programmes, designed specifically for the printing sector, have been rated as 'Good' by Ofsted. With our work-based apprenticeships, there's no need for apprentices to attend college on a day-release basis.

A dedicated training coordinator provides support to both employers and apprentices throughout their learning journey, ensuring personalised assistance for various learner requirements and guaranteeing the development of skills crucial for your business. Continuous access to progress updates via online portfolios is available around the clock for both employers and apprentices. Moreover, our Virtual Learning Environment and Online Classrooms offer access to top-quality learning resources.

Mathematics and English skills are indispensable in the workplace, and these qualifications remain mandatory for all apprenticeships. BPIF Training offers support to apprentices lacking these qualifications, assisting them in reaching the required standard based on their individual starting points.

Employers remain actively involved in monitoring their apprentice's progress throughout the training period. At the programme's conclusion, a formal end-point assessment is conducted as per the standard requirements. Prior to this assessment, a review involving the employer, apprentice, and training coordinator ensures unanimous agreement on the apprentice's readiness to successfully complete it.

BPIF Training is dedicated to supporting both employers and apprentices through this new standard, enabling the development of a highly skilled workforce.

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TRAINING

**HIGH QUALITY TAILORED TRAINING
PROGRAMMES THAT WILL MEET
YOUR INDIVIDUAL NEEDS WHILST
ENSURING THAT IT MEETS ALL THE
REQUIREMENTS OF THE STANDARD.**

FOR MORE INFORMATION

To find out more on the Customer Service Apprenticeship, please contact our team at training@bpif.org.uk or call us on 01676 526 060.



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