

LEVEL 3 APPRENTICESHIP

CUSTOMER SERVICE SPECIALIST



DRIVE LOYALTY AND RETENTION WITH HIGH-PERFORMING CUSTOMER SUPPORT SPECIALISTS

Level 3 Customer Service Specialist apprentices will focus on blending technical knowledge of operations and legislation with analysing consumer behaviour insights and data. They'll understand what drives loyalty, retention and satisfaction and how these factors impact the business.

This course will help learners develop leadership and communication skills, as well as build confidence in decision making, adaptability and resilience. On successful completion of the course, learners will be competent in using CRM systems and Excel to manage customer and business data to drive excellence within their team.

They will also gain the ability to communicate effectively with customers and other stakeholders to influence decisions and deal with challenges. They will elevate standards of excellence in your organisation by combining outstanding customer service with advanced product knowledge.

- Drive continuous improvement with customer-focused leaders
- Embed a proactive approach to enhance performance across customer-facing teams
- Improve decision-making through data gathering and analysis

DURATION: 13 MONTHS



For more information, please contact sara.harris@efitraining.ac.uk

COURSE CONTENT & ASSESSMENT

Strategic Thinking & Business Awareness

- Link customer service to business goals, strategy, and value.
- Balance customer needs with commercial and operational priorities.
- Understand regulatory and legislative impacts on service.

Customer Journey & Experience

- Map and analyse the full customer journey and touchpoints.
- Use insights and feedback to improve service and influence change.
- Apply communication and negotiation skills for positive outcomes.
- Demonstrate cost-awareness while meeting customer needs.

Customer Insight & Analysis

- Identify customer types and tailor approaches accordingly.
- Gather, interpret, and act on feedback and data.
- Consider cultural, generational, and social factors.

Relationship Building & Collaboration

- Maintain trust and positive relationships, even in challenging situations.
- Collaborate across departments for seamless service delivery.
- Treat colleagues as internal customers and share knowledge.
- Manage escalations with awareness of historical context.

Service Improvement & Innovation

- Evaluate end-to-end service and recommend improvements.
- Implement changes aligned with laws and best practices.
- Use creative problem-solving and future-focused thinking.

Communication & Influence

- Communicate clearly and confidently, adapting style to audience.
- Influence customer decisions for mutual benefit.
- Uphold brand values and credibility.

Ownership, Professionalism & Inclusion

- Take accountability and act with integrity and reliability.
- Pursue continuous personal growth and professionalism.
- Adapt services to diverse customer needs, promoting equality and inclusion.

End-point assessment

- For the Level 3 Customer Service Specialist apprenticeship, end-point assessment is provided by EFI Awards. EPA typically takes 3 months to complete.
- EPA includes practical observation, work-based project and interview, and professional discussion.