

Course Overview

Dealing with customer queries, purchases and complaints

Role Overview

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.

Knowledge

- Understand what continuous improvement means in a service environment and how your recommendations for change impact your organisation
- Understand a range of leadership styles and apply them successfully in a customer service environment
- Understand and critically evaluate the possible journeys of your customers, including challenges and the end-to-end experience
- Understand commercial factors and authority limits for delivering the required customer experience
- Understand how to analyse, use and present a range of information to provide customer insight
- Understand how customer expectations can differ between cultures, ages and social profiles
- Understand how to find and use industry best practice to enhance your own knowledge

Skills

- 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
- 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
- Demonstrate a cost conscious mind-set when meeting customer and the business needs
- Proactively gather customer feedback, through a variety of methods. Critically analyse, and evaluate the meaning, implication and facts and act upon it
- Maintain a positive relationship even when you are unable to deliver the customer's expected outcome

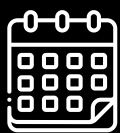
Behaviours

- Proactively keep your service, industry and best practice knowledge and skills up-to-date
- Ownership/ Responsibility
- Team working
- Adopt a positive and enthusiastic attitude being open minded and able to tailor your service to each customer
- Ensure your personal presentation, in all forms of communication, reflects positively on your organisation's brand



Professional Recognition and Progression

Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level. Should you choose to progress on a customer service career path, you may be eligible for further professional membership including management.



Typical Duration
15 Months



Funding Value
£4,000



Training Method
Blended

Apprenticeship Assessment:

Apprenticeship Assessment is completed between 30-90 days of completion.

Assessment Methods:

- Practical observation with Q&As
- Work based project, supported by an interview
- Professional discussion supported by portfolio evidence.

What to expect from us

- Tailored learning plans to support each individual
- Dedicated and professional account management & recruitment
- Highly experienced tutors and delivery support team
- On going support throughout the Apprenticeship.
- Monthly visits from our Skills Coaches / Teams calls
- Designated safeguarding officer

Contact us:

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