

# Customer Service Specialist

Level: 3

Duration: 18 months

**Customer Service Specialists act as a referral point for complex customer queries, dealing with escalated issues and helping to shape the customer service strategy within their organisation.**

## Apprenticeship overview

This apprenticeship goes beyond direct customer interactions to focus on the customer journey, continuous service improvement, and data analysis. You will learn how to evaluate customer feedback, advocate for customer needs across the business, and mentor junior customer service staff.

## Core skills, knowledge and behaviours you will learn

- Customer journey mapping and experience analysis
- Handling complex, escalated complaints and conflict resolution
- Business continuous improvement and service culture
- Regulatory, legal, and compliance frameworks (e.g., GDPR, Consumer Rights)
- Utilising customer service metrics, analytics, and KPIs
- Digital technology and omni-channel support systems

## Where you might work

- Contact centres and digital service hubs
- Financial and banking institutions
- Retail corporate offices
- Local authorities and public service departments
- Hospitality and travel companies

## Typical job roles

- Customer Service Specialist
- Customer Escalation Coordinator
- Customer Experience (CX) Analyst
- Customer Success Executive
- Customer Service Team Leader



## Good to know

High levels of emotional intelligence and resilience are required to manage challenging customer behaviour

You will need to be comfortable working with spreadsheets and dashboards to track service metrics

This role is central to business retention and directly influences brand reputation etc.)