

# THINK ABOUT

## YOUR CUSTOMER SERVICE PRACTITIONER END-POINT ASSESSMENT SHOWCASE



### The showcase can be EITHER:

- a. submitted as a written report with a word count recommended to be approximately 4,500 words plus an interview lasting up to 30 minutes for additional questioning by the assessor
- b. a presentation recommended to be approximately 45 minutes plus an interview lasting up to 30 minutes for additional questioning by the assessor

### The showcase report OR presentation must include the 3 tasks below:

1

Understanding your own organisation and what it does

2

Customer service essentials – your background knowledge and understanding of systems, legislation and personal organisation necessary to be able to function in a customer service environment

3

Customer service in action – how you deal with customers and their expectations effectively



## An example of what your end-point assessor will need to see as part of the showcase in a REPORT FORMAT is as follows:

### Task 1 - Understanding your organisation and what it does

#### The aims of the organisation

- Approximately 100-150 words

#### The organisation's brand promise

- Approximately 100-150 words

#### The organisation's core values and service culture

- Approximately 100-150 words

#### The policies and procedures that affect your customer service role

- Approximately 150-200 words

#### The social media policy

- Approximately 50-100 words

#### Features and benefits of products and services

- Approximately 150-200 words

#### How you maintain your knowledge of products and services

- Approximately 100-150 words

### Task 2 - Customer service essentials

#### Legislation and regulation

- Approximately 300 words

#### Technology and systems

- Approximately 200-300 words

#### Planning and prioritising tasks

- Approximately 200-300 words

#### Confidentiality

- Approximately 200-250 words

#### Health and safety

- Approximately 150-250 words

### Task 3 - Customer service in action

#### How to influence others

- Approximately 400 words

#### Dealing with customer conflict and challenge

- Approximately 400 words

#### How to develop yourself

- Approximately 400 words

#### Being open to feedback

- Approximately 400 words

#### Working in a team

- Approximately 400 words



# Appendix

## Any supporting evidence or examples of:

- customer feedback
- manager statements
- witness testimonies
- emails
- letters
- feedback



FEEDBACK

An example of what your end-point assessor will need to see as part of the showcase in a **presentation format** is as follows:

## TASK 1

### Understanding your organisation and what it does

10 MINS

**Slide 1** - The aims of the organisation

**Slide 2** - The organisation's brand promise

**Slide 3** - The organisation's core values and service culture

**Slide 4** - The policies and procedures that affect your customer service role

**Slide 5** - The social media policy

**Slide 6** - Features and benefits of products and services

**Slide 7** - How you maintain your knowledge of products and service

## TASK 2

### Customer service essentials

15 MINS

**Slide 8** - Legislation and regulation

**Slide 9** - Technology and systems

**Slide 10** - Planning and prioritising tasks

**Slide 11** - Confidentiality

**Slide 12** - Health and safety

## TASK 3

### Customer service in action

20 MINS

**Slide 13** - How to influence others

**Slide 14** - Dealing with customer conflict and challenge

**Slide 15** - How to develop yourself

**Slide 16** - Being open to feedback

**Slide 17** - Working in a team

## Appendix

**Slide 18** - Any supporting evidence or examples of:

- customer feedback
- manager statements
- witness testimonies
- emails
- letters
- feedback



FEEDBACK

As part of your showcase you need to show off all the skills, knowledge and behaviours you have learnt during your apprenticeship.

Use the details in this document and guidance from your apprenticeship tutor to make sure you cover all the areas and tasks you plan to include in the showcase.

### To achieve a distinction, you must include:

- how the organisation's policies and procedures impact on the delivery of customer service
- why it is important to update your knowledge on the organisation's products and/or services
- the potential impact on the organisation if it fails to adhere to each of the relevant legislation and regulations
- how a code of practice or ethical standards affect customer service
- how you respond in a professional manner to challenges and changes and adjust priorities accordingly
- how you provide appropriate explanations to customers in situations where a mutually beneficial outcome cannot be reached
- how you take ownership of customers' issues, taking the appropriate actions to ensure customers' needs and expectations are met
- how you review the effectiveness of your personal development plan and update it accordingly
- how you recognise when to adapt your personal behaviour and communication approach to meet the needs of team members and customers
- how you present reasoned ideas for improving customer service practice to the appropriate colleagues

DISTINCTION