

Highfield Level 3 End-point Assessment for Customer Service Specialist Witness Testimony Matrix Sheet

This document must be used to map the apprentice's witness testimonies to the Customer Service Specialist assessment criteria and should accompany the witness testimonies when submitted to Highfield Assessment.

Apprentice's Name:	
Employer:	
Training Provider:	

Evidence index

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Guidance: You must identify exactly where in the witness testimony the criteria are covered. Please include the page and paragraph number on written evidence and timestamp or duration of audio and video in the end column.

It is permitted to have more than one witness testimony to support a criterion which, again, must be clearly mapped and location provided.

Ref	Assessment criteria	Evidence ref	Location/ page in evidence
Knowing your customers and their needs/customer Insight (Pass)			
K3.3	Demonstrates how they analyse, use and present a range of information in order to provide customer insight		
K3.4	An ability to assess at least 3 different customer types and their role of emotions in order to achieve a successful outcome for them		
K3.5	Evidences knowledge of how customer expectations can differ between cultures, ages and social profiles		
Customer service culture and environment awareness (Pass)			
K4.2	Demonstrates an understanding of current legislation, compliance and regulatory guidance and their impact on customer service delivery		
Business focused service delivery (Pass)			
S1.1	Demonstrates resolution of a range of complex customer service issues, explaining the approach used and why, demonstrating accountability throughout.		
S1.2	An ability to assess situations and offer clear explanations, options and solutions that balance customer and organizational requirements		
Business focused service delivery (Distinction)			
S1.3	Demonstrates own communication with customers that ensures the best solution to meet customer requirements and organisational needs		
Providing a positive customer experience (Pass)			
S2.3	Demonstrates through advanced questioning, listening and summarizing, the negotiation of mutually beneficial outcomes		
S2.4	Demonstrates management of challenging and complicated situations, balancing organisational needs and customer satisfaction		
S2.5	Demonstrates identifying, negotiating and agreeing appropriate options with customers, making realistic commitments and delivering on them in line with organizational policy and procedures		
S2.6	Recognises when customer emotions have been affected by the level of service offered.		
S2.7	Demonstrates how they adapt their communication style to clearly and concisely communicate complex information to customers to support positive outcomes		
Providing a positive customer experience (Distinction)			
S2.8	Demonstrates when they provided additional solutions to customers and made recommendations based on their findings to enable improvement		
Customer service performance (Pass)			
S4.1	Evidence when they have maintained a positive relationship even when they are unable to deliver the customers expected outcome		
S4.2	Demonstrates when and how historical interactions, challenges and related information are taken into account in determining the next steps, when managing referrals and escalations		
Ownership/responsibility (Pass)			
B2.2	Evidences how they recognise when customer expectations are not met and demonstrates how, using appropriate. communication techniques, this could be managed to maintain a positive relationship		

Ref	Assessment criteria	Evidence ref	Location/ page in evidence
B2.3	Shows proactivity and creativity when identifying solutions to customer and organisational issues		
Team working (Pass)			
B3.2	Demonstrates achievement of results through effective teamwork and collaboration with colleagues at all levels		
B3.3	Shows adaptability of own skills when working with internal customers		
Equality (Pass)			
B4.1	Ability to react appropriately to customer emotions and bring about a successful outcome for different customer types		
B4.2	Demonstrates adaptability and flexibility in working towards meeting customer needs, supporting equality, diversity and inclusion in their customer service delivery		
Presentation (Pass)			
B5.1	Demonstrate brand advocacy, values and belief when dealing with customer requests to build trust, credibility and satisfaction		
B5.2	Evidence to show how their personal presentation made a positive impact on their organisations brand		

Apprentice Declaration

I confirm that these witness testimonies are related to myself and the activities I have undertaken during my apprenticeship.

Apprentice's signature:	Date:
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Please ensure this Witness Testimony Matrix Sheet is submitted with your witness testimonies and that all evidence submitted is saved in one of the following file formats:

<i>.docx</i>	<i>.xlsx</i>	<i>.pptx</i>
<i>.pdf</i>	<i>.jpg</i>	<i>.png</i>
<i>.mp3</i>	<i>.mp4</i>	<i>.m4a</i>