

Highfield Level 2 End-Point Assessment for Customer Service Practitioner

Mock Assessment Materials

Apprentice Showcase

Understanding the Organisation		
Reference	Assessment Criteria (Pass)	Apprentice Showcase
K2.1	State the aims of the organisation in relation to its sector	
K2.2	State what is meant by the organisations 'brand promise'	
K2.3	Explain how the organisations core values relate to its service culture	
K2.4	State the purpose of different organisational policies and procedures that affect their customer service role	
K2.5	Describe the type of guidelines in a digital media policy that affect the use of social and digital media in the work environment	
Assessment Criteria (Distinction)		
K2.6	Explain how the organisational policies and procedures impact on the delivery of customer service	

Product and service knowledge		
Reference	Assessment Criteria (Pass)	Apprentice Showcase
K7.1	Explain the difference between the features and benefits of products and/or services in relation to the organisation	
K7.2	Describe how to maintain their knowledge of the organisation's products and/or services	
Assessment Criteria (Distinction)		
K7.3	Explain why it is important to update their knowledge on the organisation's products and/or services.	

Meeting Regulations and Legislation		
Reference	Assessment Criteria (Pass)	Apprentice Showcase
K3.1	Explain how the relevant legislation and regulations affect the organisation's customer service provision	
K3.2	State their responsibilities for keeping information confidential in the organisation	
K3.3	State the responsibilities of employees and employers under the Health and Safety at Work Act	
Assessment Criteria (Distinction)		
K3.4	Explain the potential impact on the organisation if it fails to adhere to each of the relevant legislation and regulations	
K3.5	Explain how a code of practice or ethical standards affects customer service	

Systems and resources		
Reference	Assessment Criteria (Pass)	Apprentice Showcase
K4.1	Explain the use of the different systems, equipment and/or technology available in the organisation to meet customer needs effectively	
K4.2	Describe the measures and evaluation tools used in the organisation to monitor customer service levels	

Personal Organisation		
Reference	Assessment Criteria (Pass)	Apprentice Showcase
S11.1	Prioritise and plan the completion of tasks according to agreed deadlines	
S11.2	Use appropriate tools and techniques to monitor the progress of tasks completion	
Assessment Criteria (Distinction)		
S11.3	Respond in a professional manner to challenges and changes and adjust priorities accordingly	

Influencing Skills		
Reference	Assessment Criteria (Pass)	Apprentice Showcase
S10.1	Offer appropriate product and/or service options to meet the identified needs of customers and the needs of the organisation	
S10.2	Communicate to customers in a clear and coherent manner how the products and/or services offered meet their needs	
S10.3	Handle customer objections in a positive and professional manner	
Assessment Criteria (Distinction)		
S10.4	Provide appropriate explanations to customers in situations where a mutually beneficial outcome cannot be reached	

Dealing with customer conflict and challenge		
Reference	Assessment Criteria (Pass)	Apprentice Showcase
S12.1	Maintain calm and patient at all times when dealing with challenging customer situations	
S12.2	Demonstrate sensitivity to, and interest in, the customers' concerns	
S12.3	Communicate in a clear and coherent manner the next steps and/or options to meet the needs and expectations of customers	
S12.4	Resolve customer conflicts and/or challenges in line with the relevant organisational policies and/or procedures	
S12.5	Keep customers informed of progress while resolving issues	
S12.6	Maintain accurate record of customer issues and progress to resolution	
Assessment Criteria (Distinction)		
S12.7	Take ownership of customer issues, taking the appropriate actions to ensure customers' needs and expectations are met	

Developing Self		
Reference	Assessment Criteria (Pass)	Apprentice Showcase
B13.1	Conduct a self-assessment to identify their strengths and weaknesses in relation to the job role	
B13.2	Produce a personal development plan to support the achievement of their agreed learning and development goals	
Assessment Criteria (Distinction)		
B13.3	Review the effectiveness of their personal development plan and update it accordingly	

Being open to feedback		
Reference	Assessment Criteria (Pass)	Apprentice Showcase
B14.1	Seek constructive feedback about their customer service skills and knowledge from others	
B14.2	Use feedback from others to develop their customer service skills and knowledge	

Team Working		
Reference	Assessment Criteria (Pass)	Apprentice Showcase
B15.1	Work with others in a positive and productive manner	
B15.2	Communicate information in a timely and reliable manner to team members to support them in meeting customer needs efficiently	
B15.3	Share personal learning and information with others to support good customer service practice	
Assessment Criteria (Distinction)		
B15.4	Recognise when to adapt personal behaviours and communication approach to meet the needs of team members and customers	
B15.5	Present reasoned ideas for improving customer service practice to the appropriate colleagues	