

# Highfield Level 2 End-Point Assessment for Customer Service Practitioner

## Mock Assessment Materials

### Professional Discussion

<b>Knowing your customers</b>		
Reference	Assessment Criteria - (Pass)	Professional Discussion
K1.1	Explain the difference between internal and external customers in the context of their organisation	
K1.2	Describe the specific needs of different customers, including those protected under current Equality law	
K1.3	Explain when and how to adapt their service approach to meet the needs and expectations of customers	
<b>Assessment Criteria - (Distinction)</b>		
K1.4	Explain the importance of building good customer relationships to the organisation	
K1.5	Explain the difference in the way internal and external customer relationships are managed	
K1.6	Explain the importance of balancing the needs of both the organisation and its customers	

<b>Your role and responsibility</b>		
Reference	Assessment Criteria - (Pass)	Professional Discussion
K5.1	Explain how the actions taken in the context of their job role and responsibilities impact on other in the organisation	
K5.2	Describe how to achieve their agreed targets and goals	

<b>Customer experience</b>		
<b>Reference</b>	<b>Assessment Criteria - (Pass)</b>	<b>Professional Discussion</b>
K6.1	Explain how an understanding of the facts can be used to create a customer focused experience	
K6.2	Explain how to build trust with customers and the importance of doing so	
<b>Assessment Criteria - (Distinction)</b>		
K6.3	Explain how to respond to customer needs and requirements positively	