

# Highfield Level 2 End-point Assessment for Customer Service Practitioner Witness Testimony Matrix Sheet

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

<b>Apprentice's Name:</b>	
<b>Employer:</b>	
<b>Training Provider:</b>	

## Evidence index

Evidence ref	WT file name
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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 the location provided.

Ref	Assessment criteria	Evidence ref	Location/ page in evidence
<b>Interpersonal Skills (Pass)</b>			
S8.1	Demonstrate willingness and ability to engage with customers in a positive manner using relevant interpersonal skills		
S8.2	Work with customers to build a rapport, recognising and where possible meeting their needs and expectations		
S8.3	Show willingness to work with others and share ideas where appropriate		
<b>Interpersonal Skills (Distinction)</b>			
S8.4	Demonstrate ability to adapt interpersonal skills when working on meeting the needs and expectations of different customers, showing knowledge of the application of the Equality Act when communicating		
S8.5	Demonstrate ability to balance the needs and expectations of the customer with that of the organisation		
S8.6	Pro-actively work with others to ensure efficient customer service delivery		
<b>Communication (Pass)</b>			
S9.1	Face to face- Demonstrate ability to make initial customer contact and use appropriate verbal and non-verbal communication skills		
S9.2	Adapt tone, behaviour and body language when necessary, recognising and confirming understanding of needs and expectations		
S9.3	Demonstrate ability to recognise when to summarise and the techniques to use		
OR			
S9.4	Non- facing- Demonstrate ability to make initial customer contact and make use of appropriate communication skills		
S9.5	Adapts tone and behaviour when necessary, recognising and confirming understanding of needs and expectations		
S9.6	Demonstrates ability to recognise and use reinforcement techniques during customer interactions		
<b>Communication (Distinction)</b>			
S9.7	In all roles- demonstrate ability to adapt communication - tone, behaviour and language - to different customers and their interactions, showing clear knowledge of the application of the Equality Act in all customer handing		
S9.8	In all roles- demonstrate ability to flex to various customer personalities, while remaining calm and in control where necessary. They will also demonstrate they know the organisational procedures to be followed in all communication and the importance to the brand/organisation of this requirement		
<b>Presentation/dress code (Pass)</b>			
B17.1	Maintain professional and positive language consistently in customer interactions		
B17.2	Present a professional image in line with the organisational dress code and code of conduct		

Ref	Assessment criteria	Evidence ref	Location/ page in evidence
	Or Demonstrate a positive attitude and welcoming approach consistently when dealing with customers		
<b>“Right first time” (Pass)</b>			
B18.1	Demonstrate ability to confidently approach customers, remaining positive and professional when circumstances are challenging		
B18.2	They will show an ability to establish needs and expectations, working towards meeting them where possible, explaining when necessary when they cannot be met		
B18.3	Demonstrate knowledge of the organisational products and/or services and knowledge and application of the organisation's policies and procedures		
B18.4	Demonstrate recognition of own role, responsibilities, level of authority and organisational procedures when dealing with customers		
B18.5	Take ownership from beginning to end, building and maintaining a relationship with the customer		
B18.6	Recognise the importance of good customer service to the customer and in turn the organisation, making contact as promised, referring to others as necessary with all required detail, following up to ensure conclusion		
<b>Equality (Pass)</b>			
B16.1	Recognise and respond to individual needs to provide a personalised customer service experience		
B16.2	Behave in a way that upholds the core values and service culture of the organisation		

### 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:**

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:

*.docx*

*.xlsx*

*.pptx*

*.pdf*

*.jpg*

*.png*

*.mp3*

*.mp4*

*.m4a*