Highfield Level 2 End-Point Assessment for Retailer

Mock Assessment Materials

	Customer		
Ref	**Assessment Criteria**	**Pract Obs**	**Prof Disc**
CS1	The key features and benefits of excellent customer service as defined by the business and in contrast to other businesses in the industry		
CS2	The importance of excellent customer service to business success and the implications of poor customer service		
CS3	The importance of repeat business and ways to encourage customer loyalty in the retail industry		
CS4	What is meant by a 'customer experience'		
CS5	Where to find information on customers within the business		
CS6	Typical customer profile(s)		
CS7	An appreciation of different types of customer, their motivation to purchase products/service and their different needs		
CS8	The unique needs of certain customers and how to help them in line with business procedures and environment		
CS9	How to recognise and adapt approach to different customers' behaviours, emotions and emotive needs		
CS10	Different methods customers want to use to purchase products		
CS11	How customers' purchasing habits are influenced through social trends and the media		
CS12	How the culture of different businesses impacts on the style of interaction with customers		
CS13	Make every interaction with a customer an opportunity to increase, gain, maintain or re-establish their loyalty		
CS14	Clearly communicate accurate, relevant and helpful information to customers, checking their understanding		
CS15	Deliver excellent customer service in line with the business's culture and values in all activities		
CS16	Ask appropriate questions in order to help customers		

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	Customer		
Ref	**Assessment Criteria**	**Pract Obs**	**Prof Disc**
CS17	Shows a genuine interest in customer service which clearly demonstrates understanding of how own behaviour will influence customers' opinion of the business, their purchasing decision, and ultimately overall profitability		
CS18	Present the culture of the organisation through own personal presentation and interaction with customer		
CS19	Listen to and deal with customers' questions, queries and complaints effectively in line with business requirements		
CS20	Use methods of communication and rapport building that are in line with the business and adapt accordingly to different customers		
CS21	Use the business offer to support efforts to enhance customer loyalty		
CS22	Utilise understanding of customer profiles by quickly identifying what the customer needs and offering options that will meet or exceed their expectations		
CS23	Take a positive approach to receiving feedback and learn from the experience to improve own customer service offer		
	Assessment Criteria - (Distinction)		
CS24	*Go beyond customers' expectations giving at least one example: how, what where when*		
CS25	*Uses initiative to improve sales and/or customer service*		

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	Communication		
Ref	**Assessment Criteria**	**Pract Obs**	**Prof Disc**
CO6	Communicate with an awareness of the situation, adapting as necessary, and responding appropriately		
CO7	Support customer interactions by adapting body language and tone to the person/people being served		
CO8	Use a range of communication styles according to the person being communicated to		
CO9	The typical style and methods of communication used by the business		
CO10	Has an awareness of own communication style and how to manage it depending on the circumstances		
CO11	Demonstrate empathy for the person being communicated with		
Assessment Criteria - (Distinction)			
CO12	*Recognised by all (e.g. customers, team, management) as "great" with people*		
CO13	*Demonstrates outstanding communication skills internally and externally*		

	Business		
Ref	**Assessment Criteria**	**Pract Obs**	**Prof Disc**
BU1	Where to identify the vision, objectives and brand standard/style of the business		
BU2	The purpose of a vision statement, the benefits to the business as a whole and how it impacts on own role		
BU3	The purpose of setting objectives and why they are important for businesses to be successful		
BU4	How objectives relate to own role in the business		
BU5	The importance of the business brand standards, in relation to the product and/or services it offers		
BU6	Positively presents the business brand standards in all communications with customers		
BU7	Has a conscientious attitude to deliver brand standards and protecting the reputation of the business, for example always following service expectations or procedures		
BU8	Operates in an accountable manner taking ownership for own actions and their implications on the business		
BU9	Interact with customers and build a rapport in a way that demonstrates an understanding of the business vision, objectives and brand standards		
BU10	Use service techniques and procedures that deliver the brand standards		
BU11	Carry out all activities in a manner that promotes the value of the business brand standards to customers, team members and other stakeholders (e.g. suppliers)		
	Assessment Criteria - (Distinction)		
BU12	*Consistent representation of the business values*		
BU13	*Being proud and passionate as a brand ambassador*		

Brand Reputation			
Ref	**Assessment Criteria**	**Pract Obs**	**Prof Disc**
BR4	Uphold and personally demonstrate a positive brand and business reputation at all times		███
BR9	Deal with relevant situations that may affect brand reputation in line with company policy	███	
Assessment Criteria - (Distinction)			
BR5	*Understand how the following impact on brand and business reputation and how to apply then in own organisation: - media and social media - business ethics and corporate social responsibility - political action such as sabotage or terrorism - impact of business activities on people and the environment*		
BR6	*Know how to and the importance of reporting situations that threaten brand and business reputation in a timely manner to the appropriate person*		
BR7	*Know how to and the importance of following business policy/procedure if approached by the media*		
BR8	*Follow procedures to prevent the misuse of social media*		

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Sales and Promotion			
Ref	Assessment Criteria	Pract Obs	Prof Disc
SP1	How sales targets differ according to the retail calendar		
SP2	Own contribution to meeting sales targets		
SP3	Different selling techniques and how and when to use them		
SP4	Selects and uses a range of selling techniques appropriate to situation, product and/or service being sold		
SP5	Talks to customers to identify sales opportunities		
SP6	Takes opportunities to increase the size of the sale (e.g. basket size, promoting offers and biproducts)		
SP7	Actively sells without intimidating or pressurising the customer		

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	Financial		
Ref	**Assessment Criteria**	**Pract Obs**	**Prof Disc**
FN8	Use methods that will enhance sales and reduce costs for the business whilst delivering great customer service		
FN9	Use methods of financial control that are appropriate to the style of the business		
FN10	Use methods of work that will meet or exceed financial targets		
FN11	Deal with matters of financial loss (e.g. wastage, returned goods) in a manner that minimises further loss, but in accordance to the requirements of the business		
FN12	Handles matters appropriately to minimise the risk of financial loss (e.g. bad customer service can lead to additional costs and handling stock inappropriately can lead to damage and wastage)		
FN13	Acts responsibly and sensibly to reduce waste (e.g. looks for opportunities to reduce waste but doesn't take inappropriate risks that will compromise customer service)		
	Assessment Criteria - (Distinction)		
FN14	Uses own initiative to have impact on one or more of the following: • Sales increase • Waste reduction • Quality of customer experience and retention • Cost efficiency		

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	Marketing		
Ref	**Assessment Criteria**	**Pract Obs**	**Prof Disc**
MA7	What the unique selling point of the business is and how it compares to other organisations		
MA8	How businesses are positioned in the wider market alongside competitors		
MA9	How to promote products and services to achieve business objectives		
MA10	Where in the business to find the latest guidance and information on promotions and advertising campaigns		
MA11	How the business compares with its competitors in terms of product offer, pricing and service		
MA12	Use accurate information to explain product and service offers (e.g. the period the offer/promotion is available for), and price comparisons to customers		
MA13	Openly share knowledge with colleagues and customers		
MA14	Select best method of promoting a product or service to support business objectives		
MA15	Take every opportunity to promote the unique selling point of the business and or its products/services		
	Assessment Criteria - (Distinction)		
MA16	*Makes recommendation to improve marketing and promotion with examples given from continual assessment*		

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	Legal and Governance		
Ref	*Assessment Criteria*	**Pract Obs**	**Prof Disc**
LG9	Maintain the confidentiality and security of customer data when recording, retaining and sharing information		
LG10	Follow business procedures to comply with consumer protection law		
LG11	Follow business health and safety procedures when carrying out work activities		
LG12	Identify health, safety and security risks and minimise, deal with or report to the appropriate person in line with own limits of authority		
LG13	Deal with accidents and emergencies calmly and in line with business procedures		
LG14	Promote a safe and secure working environment through setting an example to others		

	Product and Service		
Ref	**Assessment Criteria**	**Pract Obs**	**Prof Disc**
PS1	The importance of up to date product/service knowledge		
PS2	Where to identify product/service knowledge		
PS3	How to keep up to date on business brands, products and services e.g. notice boards; internal newsletters; intranet; team briefings		
PS4	Key facts of product/service knowledge needed to support and complete sales		
PS5	If and how the product fits into a wider range of products and the differences/links between them		
PS6	The importance of identifying customer needs in order to sell products and services that will meet and/or exceed their expectations		
PS7	How to link product features and benefits to customer needs and profile		
PS8	Ask customers questions about the products/services they are looking for and the features and benefits that will meet or exceed their needs		
PS9	Identify products/services which match customer requirements		
PS10	Discuss relevant options, giving customers opportunities to ask questions and clarify information		
PS11	Close the sale with the customer, confirming what they want to buy and provide relevant information e.g. any relevant customer rights		
PS12	Decide if it is appropriate to sell additional bi products/services to the customer and highlight them accordingly		
PS13	Displays energy and motivation		

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	Product and Service		
Ref	**Assessment Criteria (Distinction)**	**Pract Obs**	**Prof Disc**
PS14	*Comprehensive range of product, knowledge and understanding can be demonstrated over and above what a customer can find for themselves*		
PS15	*Breadth of knowledge around benefits, insight into usefulness of product specs*		
PS16	*Use of devices and relevant merits of each*		
PS17	*Genuine rapport with customer and going off script when engaging with them*		
PS18	*Accurately describe the features and benefits of relevant products to customers in a way which helps them identify the differences*		
PS19	*Can clearly and accurately summarise information to others in a way which is easily understood*		
PS20	*Has pride in the delivery of products and services*		

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	Merchandising		
Ref	**Assessment Criteria**	**Pract Obs**	**Prof Disc**
ME4	Identify key areas to achieve maximum visual impact and create a display area that optimises the merchandise; props and materials and is aesthetically pleasing		
ME5	Collect and style required stock for display for maximum effect to enhance the theme, support the merchandise and communicate effectively with the target market(s)		
ME6	Select and place all merchandising material, in an effective composition to support the branding of the merchandise and communicate effectively with the target market(s)		
ME7	Follow business guidelines for displaying stock		
ME8	Conduct checks to ensure the display result is safe, neat and tidy, clean, finished on time and in line with business expectations		
ME9	Maintain the display area so that at all time its presentation is in line with business expectations		
ME10	Evaluate the effectiveness of the window display in supporting the intended merchandise and brand		
ME11	Analyse feedback and respond appropriately making suggestions for improvements		
ME12	Listen, reflect and respond positively and constructively to feedback		
	Assessment Criteria - (Distinction)		
ME13	*Understand how to maximise the creative use of space through the layout of the designated display area*		
ME14	*Understand how props and events are used in merchandising*		
ME15	*Understand how to plan and install window and store displays effectively and safely*		
ME16	*Understand the importance of and know how to prepare products for display*		

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	Team		
Ref	**Assessment Criteria**	**Pract Obs**	**Prof Disc**
TE1	What makes an effective team and what is meant by team dynamics		
TE2	Ways in which team members/teams work together, interact and provide supports to each other to meet business objectives		
TE3	The implications when team members do not work together		
TE4	Different methods, including the use of effective negotiation, to positively influence a team		
TE5	The importance of positive listening, valuing difference of opinion and challenges in order to reach suitable agreements/actions		
TE6	The roles and responsibilities of team members		
TE7	The information and resources that colleagues may need and where to obtain it if not known		
TE8	The importance of fulfilling agreements made with team members or keeping them informed if there is a problem		
TE9	Build effective working relationships with all team members		
TE10	Set an example to others through a professional and positive approach to all work activities		
TE11	Strengthen team dynamics agreements, taking a fair approach		
TE12	Demonstrate an interest in other team members' roles and how they relate to own		
TE13	Take a positive approach to helping team members to support the business, offering help to busy team members where possible		
TE14	Co-operate with team members at all levels		
TE15	Actively support other team members' learning		
TE16	Balance own priorities/work objectives at the same time as supporting team members as agreed		
TE17	Keep team members informed on the progress towards joint tasks		
TE18	Determine when and how to communicate matters that have implications on the business e.g. relating to service, safety and quality		

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	Team		
Ref	**Assessment Criteria**	**Pract Obs**	**Prof Disc**
TE19	Share knowledge and information with team members, selecting the appropriate communication method and time of day		
TE20	Adapt communication according to the team member(s) being communicated to (e.g. distinguishing between new members of staff, colleagues at the same level and senior level staff)		
TE21	Effectively participate in briefings/meetings, actively listening and asking questions to confirm understanding		
	Assessment Criteria - (Distinction)		
TE22	*Get involved in planning and leading sections of meetings*		
TE23	*View difficult situations and issues from colleagues' perspective and provide support, where necessary, to move things forward*		
TE24	*Identify conflicts of interest and disagreements with colleagues and respond to them in ways that minimise impact on the work being carried out*		
TE25	*Provide feedback to colleagues on their performance and encourage them to feedback on own performance in order to identify areas for improvement*		
TE26	*Identify potential conflicts and takes action to reduce or eliminate them*		

	Technical		
Ref	Assessment Criteria	Pract Obs	Prof Disc
TC1	Takes action quickly and decisively when issues occur		
TC2	Identify types of technology and their uses in different types of business operation		
TC3	Identify technology and its uses within the business		
TC4	How to use relevant technology correctly		
TC5	Strictly follow instructions and procedures, including safety, when using technology		
TC6	Use technology safely and appropriately		
TC7	Identify the technology in the work environment and use it efficiently and effectively		
TC8	Know what to do when technology fails		
TC9	How technology supports the effective and efficient sale of products and services to customers		

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	Diversity		
Ref	**Assessment Criteria**	**Pract Obs**	**Prof Disc**
DI1	Different diverse cultures and backgrounds dependent on local demographics of the business	▓	
DI2	Implications of relevant diversity and equality legislation	▓	
DI3	Understand the importance of and how to follow policy in relation to equality and diversity	▓	
DI4	What local demographics mean in relation to the business products and services	▓	
DI5	The importance of understanding customers and local demographics to business success	▓	
DI6	Identify how to listen in a non-judgemental manner	▓	
DI7	How own use of language, body language, gestures and tone of voice may appear to customers and colleagues; and how theirs may affect your perceptions of them	▓	
DI8	How to contextualise conversations	▓	
DI9	Use a range of communication styles to suit the person you are talking to		
DI10	Adapt communication in different contexts		
DI11	Make enough time and effort and respond flexibly and positively so that own working practice engages all customers		
DI12	Seek clarification and manage situations		
D13	Use techniques to minimise misunderstanding and improve communication		
DI14	Demonstrate fairness and integrity in all work activities		
DI15	Display empathy towards others		

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	Environment		
Ref	**Assessment Criteria**	**Pract Obs**	**Prof Disc**
EN3	The purpose and process of waste control and stock taking requirements of the business		
EN4	The re-using and re-cycling expectations within the business and why these are important		
EN5	The principles or policies of the business relating to the environment and why it's important to follow them		
EN6	Actively promotes environmental initiatives /projects in the business		
EN7	Sets an example to others by working responsibility and efficiently to avoid waste, encouraging team members to do the same		
EN8	Take opportunities to use more environmentally aware methods in all work activities		
EN9	Carry out all work activities following the principles and/or procedures of the business e.g. when stock should be disposed of and in what manner; method of carrying out service activities to minimise waste		
EN10	Monitor stock/resources (and where relevant equipment that stock is contained within) as required by the business to ensure it maintains its quality		
EN11	Deliver service in a manner that minimises overall waste but is always in the best interest of the customer		
EN12	Take measures to prevent wastage		
EN13	Follow business requirements to identify and record the causes of wastage		

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	Stock		
Ref	**Assessment Criteria**	**Pract Obs**	**Prof Disc**
ST4	Check storage areas are clean, tidy and have sufficient space for stock being delivered and deal with in line with business procedures if not		
ST5	Check delivery or holding areas are clean and tidy and necessary unloading equipment is available and in working order		
ST6	Check stock on delivery to make sure it is of the correct type, quantity and quality ordered		
ST7	Deal with incorrect type or quantities, faulty or substandard stock in line with business procedures		
ST8	Manage stock and carry out correct rotation procedures to maintain quality and prevent loss, damage or deterioration		
ST9	Complete all paperwork and records accurately and clearly in line with business requirements		
ST10	Follow the **business** requirements for the security of the storage of stock		
ST11	Has the confidence to return incorrect, faulty or substandard goods		
ST12	Takes a calm and considered approach when issues occur, minimizing the risk or disruption caused		
Assessment Criteria - (Distinction)			
ST13	*Shows integrity, fairness and consistency in decision making*		

Performance			
Ref	Assessment Criteria	Pract Obs	Prof Disc
PE1	How work objectives are agreed and recognise the benefits they can bring to the individual and the business	███	
PE2	How own roles and responsibilities impact on team goals	███	
PE3	The benefits to the business of more effective ways of working	███	
PE4	The benefits of performance improvement to the individual and business	███	
PE5	The benefits of a personal development plan	███	
PE6	How to identify own learning needs and improve own performance	███	
PE7	Demonstrate drive and commitment	███	
PE8	Take ownership for own performance and personal development	███	
Assessment Criteria - (Distinction)			
PE9	*Seeks opportunities for going beyond the basic requirements of the role*		
PE10	*Identifies and takes opportunities that will develop self. These could be internal or external (such as the Duke of Edinburgh Award) but must clearly link to development in an increase in performance at work*		

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