Highfield Level 3 End-Point Assessment for ST0071 Customer Service Specialist Work-based project report criteria mapping document

Below is a sample mapping document that Highfield recommends should accompany your report. This is to ensure coverage of the criteria outlined for this assessment method.

Criteria	Section of the report it appears in
EXAMPLE: K1.4- Provides evidence to show when they analyse the risks and opportunities of implementing the change	*EXAMPLE: Section 2 – Actions paragraph 1*

Business knowledge and understanding	
Pass criteria	
K1.1 Evidences that they understand the impact of the organisation's mission statement and business strategy on customer service delivery and makes recommendations for future improvements	
K1.2 Ability to recommend improvement to the customer service provision, the steps required to implement this change and the benefit this change could have on the organisation and their role.	
Distinction criteria	
K1.3 Evidence to support their research and analysis of customer service standards and mission statements of other organisations in comparison to their own organisation's to inform their recommendations	
K1.4 Ability to consider the possible impact on their organisation of not considering the future in decision-making	

Customer journey knowledge	
Pass criteria	
K2.1 Demonstrates an understanding of customer journeys within their organisation and how these are managed to ensure successful outcomes	
K2.2 An understanding of the underpinning business processes that support them on bringing about the best outcome for customer and their organisation	

Customer service culture and environment awareness	
Pass criteria	
K4.3 Ability to discuss the internal and external factors influencing their business environment and culture	
K4.4 Evidences knowledge of the departmental roles/functions within their organisational structure and their influence in customer service delivery	
K4.5 Evidence of how they demonstrate the importance of effective communication among departments in providing good customer service	
K4.6 Ability to identify potential causes of service failure and the consequences of these	
Distinction criteria	
K4.7 Ability to demonstrate the importance of assessing the political, economic, social, technical, legal and environmental factors that influence the operation of their organisation	

Business-focused service delivery	
Pass criteria	
S1.3 Evidences when they made decisions and recommendations to improve their own customer service delivery	
Distinction criteria	
S1.4 Evidences when they evaluated the strengths and weaknesses of feedback methods used and recommended alternative methods likely to improve results, stating reasons for choice	

Providing a positive customer experience	
Pass criteria	
S2.8 Provides evidence to show how they identify information which can be used by their organisation to provide customer insight and identify how this information can be analysed, used and presented	
S2.9 Demonstrates how they communicate with customers, gaining full information on their experience, and recommend improvements to customer service delivery to others	
Distinction criteria	
S2.10 Demonstrates an ability to identify trends/recurring issues and analyse why they occurred and record possible ways of addressing them to ensure they do not reoccur	

Highfield

S2.11 Provides evidence to show when they analyse the risks and opportunities to implementing change	

Working with your customers/customer insights	
Pass criteria	
S3.1 Evidences how they proactively seek and gather customer feedback through a variety of methods and evaluate this feedback to make recommendations on possible improvements	
S3.2 Ability to gather and analyse information about the types of customers their organisation has and explain how the service they provide meets their potential needs and expectations	
Distinction criteria	

S3.3   Demonstrates how knowing their customer and their needs has a direct impact on:
    a.   Their working practices
    b. Organisational policy/procedures	

S3.4 Evidence to show when they have proactively gathered customer feedback, through a variety of methods and used alternative recommendations to change the customer service level agreement in order to provide an improved service	

Service improvement	
Pass criteria	
S5.1 Evidence to show how they use the qualitative and quantitative customer experience data that their organisation gathers	
S5.2 Evidences the way in which they analyse this data to recommend continuous improvement, showing when there is input from others where required	
S5.3 Demonstrates how they take into consideration current legislation, compliance and regulatory guidance when making recommendations for change	
Distinction criteria	
S5.4 Ability to identify and recognise when problems reoccur and discuss these reoccurring problems with others and recommend appropriate change(s)	

Highfield