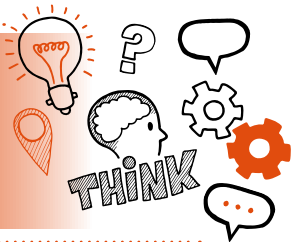


**Think about  
Practical observation with Q&A  
Level 3 ST0071 Customer Service  
Specialist V1.2**



**On the day of this assessment you will carry out:**



**A 1-hour (+/- 10%) practical observation with Q&A**



**Face-to-face**



**In your workplace**



**With an end-point assessor**



**Key point**

Be prepared to answer questions that clarify your actions and the reasons for them.



## Do

- Review the criteria associated with the practical observation with Q&A - this can be found in the EPA Kit and in the table at the end of this document
- Ensure a quiet room is available and that there are no interruptions
- Be prepared to answer questions and any follow-up questions that your assessor may ask



## Don't

- Forget to bring your ID
- Forget to plan
- Forget to have a quiet room available for the Q&A session
- Forget to tell your colleagues and customers that you are being observed



### Next steps

- Results can take up to 7 working days to be confirmed
- Your manager or training provider will inform you of the results



### Resits

- If you do not achieve a pass result on the practical observation with Q&A, you can resit the assessment



## Use the table below to plan and prepare for the practical observation with Q&A

**(P)** indicates pass criteria

**(D)** indicates distinction criteria

Assessment criteria	Key points to remember
<b>Knowing your customers and their needs/customer</b>	
<b>(P)</b> Demonstrate how you analyse, use and present a range of information in order to provide customer insight	
<b>(P)</b> An ability to assess at least 3 different customer types and their role of emotions in order to achieve a successful outcome for them	
<b>(P)</b> Ability to react appropriately to customer emotions and bring about a successful outcome for different customer types	

## Assessment criteria

## Key points to remember

**(P)** Evidence knowledge of how customer expectations can differ between cultures, ages and social profiles

### Customer service culture and environment awareness

**(P)** Demonstrate an understanding of current legislation, compliance and regulatory guidance and their impact on customer service delivery

### Business-focused service delivery

**(P)** An ability to assess situations and offer clear explanations, options and solutions that balance customer and organisational requirements

**(D)** Demonstrates own communication with customers that ensures the best solution to meet customer requirements and organisational needs

**Providing a positive customer experience**

**(P)** Demonstrate through advanced questioning, listening and summarising, the negotiation of mutually beneficial outcomes

**(P)** Demonstrate management of challenging and complicated situations, balancing organisational needs and customer satisfaction

**(P)** Demonstrate identifying, negotiating and agreeing appropriate options with customers, making realistic commitments and delivering on them in line with organisational policy and procedures

**(P)** Recognise when customer emotions have been affected by the level of service offered

Assessment criteria	Key points to remember
<p><b>(P)</b> Demonstrate how you adapt their communication style to clearly and concisely communicate complex information to customers to support positive outcomes</p>	
<p><b>(D)</b> Demonstrate when you provided additional solutions to customers and made recommendations based on your findings to enable improvement</p>	

### Customer service performance

<p><b>(P)</b> Evidence when you have maintained a positive relationship even when you are unable to deliver the customers expected outcome</p>	
<p><b>(P)</b> Demonstrate when and how historical interactions, challenges and related information are taken into account in determining the next steps, when managing referrals and escalations</p>	

## Assessment criteria

## Key points to remember

### Ownership/responsibility

**(P)** Evidence how you recognise when customer expectations are not met and demonstrate how, using appropriate communication techniques, this could be managed to maintain a positive relationship

**(P)** Show proactivity and creativity when identifying solutions to customer and organisational issues

### Teamworking

**(P)** Demonstrate achievement of results through effective teamwork and collaboration with colleagues at all levels

**(P)** Show adaptability of own skills when working with internal customers

Assessment criteria	Key points to remember
<b>Equality</b>	
<p><b>(P)</b> Demonstrate adaptability and flexibility in working towards meeting customer needs, supporting equality, diversity and inclusion in their customer service delivery</p>	
<b>Presentation</b>	
<p><b>(P)</b> Demonstrate brand advocacy, values and belief when dealing with customer requests to build trust, credibility and satisfaction</p>	
<p><b>(P)</b> Evidence to show how your personal presentation made a positive impact on their organisation's brand</p>	