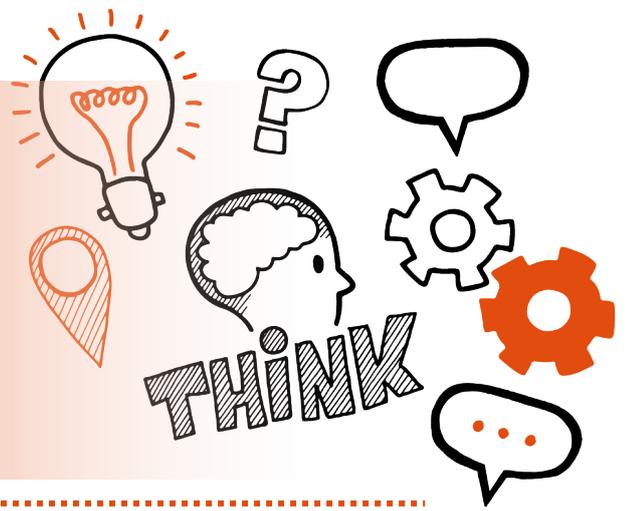


Think about

Apprentice Showcase

Level 2 ST0072 Customer Service
Practitioner V1.1



On the day of this assessment you will carry out:



A 45-minute presentation and a 30-minute interview



Face-to-face or remote



In a suitable, controlled environment free from
distraction



With an end-point assessor



Key point

You will have already submitted your written report.



Do

- Review the criteria associated with the apprentice showcase - this can be found in the EPA Kit and in the table at the end of this document
- Review relevant legislations, regulations and your organisation's policies and procedures
- Be prepared to answer questions and any follow-up questions that your assessor may ask
- Ensure a quiet room is available and that there are no interruptions



Don't

- Forget to bring your ID
- Forget to plan



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 apprentice showcase, you can resit the assessment





Use the table below to plan and prepare for the apprentice showcase

(P) indicates pass criteria

(D) indicates distinction criteria

Assessment criteria	Key points to remember
Understanding the organisation	
(P) State the aims of the organisation in relation to its sector	
(P) State what is meant by the organisations 'brand promise'	
(P) Explain how the organisations core values relate to its service culture	



<p>(P) State the purpose of different organisational policies and procedures that affect their customer service role</p>	
<p>(P) Describe the type of guidelines in a digital media policy that affect the use of social and digital media in the work environment</p>	
<p>(D) Explain how the organisational policies and procedures impact on the delivery of customer service</p>	
<p>Meeting regulations and legislation</p>	
<p>(P) Explain how the relevant legislation and regulations affect the organisation's customer service provision</p>	



<p>(P) State their responsibilities for keeping information confidential in the organisation</p>	
<p>(P) State the responsibilities of employees and employers under the Health and Safety at Work Act</p>	
<p>(D) Explain the potential impact on the organisation if it fails to adhere to each of the relevant legislation and regulations</p>	
<p>(D) Explain how a code of practice or ethical standards affects customer service</p>	



Systems and resources

(P) Explain the use of the different systems, equipment and/or technology available in the organisation to meet customer needs effectively

(P) Describe the measures and evaluation tools used in the organisation to monitor customer service levels

Product and service knowledge

(P) Explain the difference between the features and benefits of products and/or services in relation to the organisation

(P) Describe how to maintain their knowledge of the organisation's products and/or services



(D) Explain why it is important to update their knowledge on the organisation's products and/or services

Influencing skills

(P) Offer appropriate product and/or service options to meet the identified needs of customers and the needs of the organisation

(P) Communicate to customers in a clear and coherent manner how the products and/or services offered meet their needs

(P) Handle customer objections in a positive and professional manner



(D) Provide appropriate explanations to customers in situations where a mutually beneficial outcome cannot be reached

Personal organisation

(P) Prioritise and plan the completion of tasks according to agreed deadlines

(P) Use appropriate tools and techniques to monitor the progress of tasks completion

(D) Respond in a professional manner to challenges and changes and adjust priorities accordingly



Dealing with customer conflict and challenge

(P) Maintain calm and patient at all times when dealing with challenging customer situations

(P) Demonstrate sensitivity to, and interest in, the customers' concerns

(P) Communicate in a clear and coherent manner the next steps and/or options to meet the needs and expectations of customers

(P) Resolve customer conflicts and/or challenges in line with the relevant organisational policies and/or procedures



<p>(P) Keep customers informed of progress while resolving issues</p>	
<p>(P) Maintain accurate record of customer issues and progress to resolution</p>	
<p>(D) Take ownership of customer issues, taking the appropriate actions to ensure customers' needs and expectations are met</p>	
<p>Developing self</p>	
<p>(P) Conduct a self-assessment to identify their strengths and weaknesses in relation to the job role</p>	



<p>(P) Produce a personal development plan to support the achievement of their agreed learning and development goals</p>	
<p>(D) Review the effectiveness of their personal development plan and update it accordingly</p>	
<p>Being open to feedback</p>	
<p>(P) Seek constructive feedback about their customer service skills and knowledge from others</p>	
<p>(P) Use feedback from others to develop their customer service skills and knowledge</p>	



Team working

(P) Work with others in a positive and productive manner

(P) Communicate information in a timely and reliable manner to team members to support them in meeting customer needs efficiently

(P) Share personal learning and information with others to support good customer service practice

(D) Recognise when to adapt personal behaviours and communication approach to meet the needs of team members and customers



(D) Present reasoned ideas for improving customer service practice to the appropriate colleagues

V1.1

